

FOR ALUMNI OF  
THE ACADEMIC  
CAMPUS OF  
VIRGINIA  
COMMONWEALTH  
UNIVERSITY

# SHAFFER COURT

## CONNECTIONS

FALL 1996

Virginia's new Standards of Learning for K-12:

English

Literature

a. create an educational Renaissance;

Chemistry

b. put limits on learning;

Geometry

c. enforce rigorous intellectual accountability;

Civics

d. encourage fact-based, rote learning

Geography

Algebra

Biology

VCU alumni have answers —and questions.

Economics



## YOUR (ALMA) MATER'S HOUSE HAS MANY ROOMS...

"From one opportunity we saw the chance to fill two university needs," says Bill Iles, director of VCU Alumni Activities. When the VCU Alumni Association Board made an agreement with First USA Bank to market an alumni credit card to association members, they knew it was a good deal—



MARY ELLEN MENCER

*Dig we must. A look behind the scenes at Alumni House renovations. Workers dug a hole for the elevator shaft.*

for any alumni who would get the card, and for the Association. The Board used the income from the credit card to buy and restore a brownstone at 924 West Franklin Street as our first VCU Alumni House on the Academic Campus. And now it turns out to be a good deal for VCU students, too.

Even before construction began, alumni decided to use the House as the foundation of a new Merit Scholarship Campaign. The Alumni Association opened the doors of the House to the campaign by offering to recognize the generosity of major donors by naming rooms, and the house itself, in their honor.

Linking the Alumni House to building scholarships was a natural for alumni, since many of them struggled to balance long work hours with academic demands. Bestselling author David Baldacci '83BA/H&S recalls, "I couldn't afford to go to

school full time, so I had a job as a night watchman. I remember coming to class straight from work, still in uniform—it used to make my classmates pretty nervous." With limited resources available for even the most gifted students, there often isn't any other way.

### Boost the Best

"Scholarships are a priority at VCU," explains Marsha Shuler '74 '79MA/B, immediate past president of VCUAA. "The Association has been helping to recruit students for years, but until now merit scholarships have been limited. It's a logical extension of our role to help more top students choose VCU."

### Multiply; it's more fruitful—

- VCUAA kicked off the campaign by pledging to match naming gifts dollar-for-dollar up to \$500,000, creating a \$1 million pool.
- The VCU Foundation matched VCUAA's \$1 million with a second million—\$800,000 toward the endowment and \$200,000 for scholarships right now. A lucky 13 students hold \$50,000 in Merit Scholarships for the fall semester, 1999.
- Deans of the Schools on the Academic Campus have accepted the challenge to raise a matching \$1.8 million to create a \$3.6 million Alumni Merit Scholarship Endowment.

"We've been delighted with the response," says Jack Sims, director of the VCU Foundation. The prospect of seeing their gift multiplied through matches, and being recognized in the Alumni House brought fast action. Alumni like David Baldacci and Dick Robertson '67BS/MC, vice president of Warner Brothers and chair of VCU's capital campaign, jumped at the chance.

"A great university has great students, and the purpose of the Alumni Merit Scholarship Challenge is to provide funds to recruit some of the best high school students in Virginia and the mid-Atlantic," says Robertson, for whom the Alumni House will be named.

Each School is working now to raise its share of the \$1.8 million challenge. Kent Cox '78BS/B established the first award, the T. Kent Cox Merit Scholarship in Business, with a \$10,000 pledge to be paid over four years.

## VCU ALUMNI ASSOCIATION CALENDAR 1999-2000

October - November  
**4-U Mentorship Program**

October 1-3  
**Family Weekend**

October 21-November 5  
**\*Watercolor Exhibit,  
Dr. W. Baxter Perkinson  
Jr. '70DDS  
MCV Alumni House**

November 4-5  
**7th Annual Nursing  
Alumni Conference**

November 5  
**Founders Day  
Alumni Stars**

November 6  
**\*Art Auction  
Dr. W. Baxter Perkinson Jr.**

November 20  
**Fall Open House—  
Admissions**

November 29-December 1  
**Exam Survival Kit  
Distribution**

December 4  
**August-December  
Graduation Reception**

January 3-7  
**Alumni Extern Program**

January 22  
**Basketball/BBQ  
VCU-George Mason**

February 5  
**Spring Open House—  
Admissions**

February 22-29  
**Vienna Escapade**

March 6-10  
**Alumni Extern Program**

March  
**Spring Call-a-thons to  
Top Prospective Students**

April 8  
**Now We're Cookin'**

April 29  
**Odyssey of the Mind**

April 28-30  
**Reunion Weekend—  
MCV Campus**

May 5-6  
**Reunion Weekend—  
Academic Campus**

May 13  
**Commencement  
2000  
Commencement Breakfast**

May 29-June 6  
**Alumni College in  
Provence**

July 13-26  
**Danube Cruise**

September 6-14  
**Alumni College in Scotland**

With matching funds, his gift will create a \$20,000 endowment that will support a \$1,000 merit scholarship for a freshman in the School of Business.

## There's Room for You!

Every alumnus, faculty member, and university staff person is eligible to establish an endowed, named merit scholarship for a particular school and have their gift matched dollar-for-dollar from Alumni Association funds.

Here's how:

- Gifts must be at least \$10,000 and may be paid over 2-5 years.
- Gifts may be made by check, credit card (including monthly deductions) or stocks
- Corporate matching gifts count as part of your gift
- From 33%-44% may be deductible on your federal and state tax returns

You will receive special recognition through

- A scholarship permanently named in your honor or in the name of someone you wish to honor
- The annual Student Scholar and Donor Dinner where you will celebrate with scholarship winners and other contributors
- Recognition in a publication featuring endowed scholarship sponsors

For more information, talk with Phillip Perdue at (804) 828-2047 or email pperdue@vcu.edu

## VCU ALUMNI ASSOCIATION

### Alumni Association Officers

Hugh Keogh '81MS/MC  
*President*

Marsha Shuler '74BS '79MA/B  
*Immediate Past President*

Kathleen Barrett '71BS '73MS/B  
*Vice President*

J. Southall Stone '71BS/B  
*Secretary*

Beth Ayers '91MS/E  
*Treasurer*

Stephanie Holt '74BS/E  
*Officer at Large*

### Chairs of School Alumni Boards

Marika Byrd '92BGS/NTS  
*Nontraditional Studies Program*

Charles D. Massey '92BS/B  
*School of Business*

Marie Tsuchiya '89PhD/E  
*School of Education*

### Board of Directors

*Term Expiring 2002*

Eleanor Rumaie Foddrell '82BS/B

William Ginther '69BS '74MS/B

Charles Greene '98BS/B

Carol Negus '63BFA

*Term Expiring 2001*

William Davis '74BS/H&S/CPA '79MS/H&S/CPA

Katherine Mattes '90BA/H&S

*Term Expiring 2000*

Andrew Hulcher '84BS/B

Richard Leatherman '79BGS/NTS '82Med '87PhD/E

Ed Slipek '74BFA

Bruce Twyman '74BS/MC

*African American Alumni Council*

Marilyn Campbell '81BS/MC

*Presidential Appointee*

M. Kenneth Magill '65BS/B '69MS/E

# SHAFFER COURT CONNECTIONS

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PO BOX 843044 2

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### ALUMNET

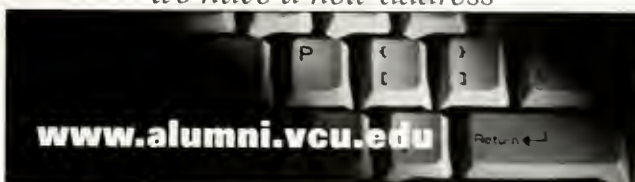
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POST GRAD 29

POST GRAD 33

COVER ILLUSTRATION BY DAVID JONES '90-94/A

*we have a new address—*



*visit as often as you like.*

VOL. 5, NO. 2  
FALL 1999

Staff

Mary Ellen Mercer  
*editor*

Mary Reynolds  
*interim editor*

Ben Cornatzer  
*art director*

Amanda Howie  
*class notes*

Bill Iles  
*director of alumni activities*

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Contact VCU Alumni Activities at  
310 North Shafer,  
P.O. Box 843044  
Richmond, VA 23284-3044  
Email: VCU-ALUM@vcu.edu  
Phone: (804) VCU-ALUM  
(828-2566)  
fax: (804) 828-0878  
Website: www.alumni.vcu.edu

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# VCU

Virginia Commonwealth University

An Equal Opportunity/Affirmative Action University





## MAGAZINE ALERT!

We have to say again that unfortunately as publication and postage costs rise—we add about 3,000 alumni every year at graduation—the Alumni Association cannot afford to continue sending *Shafer Court Connections* to all alumni.

Our current mailing is nearly 60,000 for Academic Campus alumni.

We still aim for a high quality magazine that reflects alumni pride, achievement and talent. Savings from sending to fewer people would allow more design possibilities with full-color inside as well as on the covers.

We've printed some of your suggestions on this page. VCU Alumni Association President, Hugh Keogh, outlines the Board's discussions so far and invites you again to respond.

### From the VCUAA President

I hope you read the notice on the inside cover of the spring issue of *Shafer Court Connections* announcing the VCU Alumni Association's intention to look at ways to cut costs and improve the magazine. I have asked the editor to reprint the notice with this letter and invite you once again to respond.

Several alumni have sent their solutions, and the Association's Board of Directors is beginning to consider alternatives. The two ideas under most serious consideration are:

1. Send the magazine to those who have shown a commitment to the Association and VCU by making it a benefit of membership in the Alumni Association. Besides all dues paying members, the magazine would also go to contributors who support VCU at a certain level, and to new graduates for a period after graduation to build a bond and encourage them to become members of the Association and supporters of VCU.
2. Charge a nominal subscription fee which would which would probably cover several years in order to reduce renewal processing.

At the same time, we are developing a more extensive website and would like to resume including the magazine's feature articles there.

If you have comments on these proposals, or have another idea, please send them to us at VCU-Alum@vcu.edu or visit the website at [www.vcu.edu/alumni/](http://www.vcu.edu/alumni/). Mail to us at P.O. Box 843044; Richmond, Virginia 23284-3044, or fax us at (804) 828-0878.

We look forward to hearing from you.

Sincerely,  
Hugh Keogh '81MS/MC  
President, VCU Alumni Association

Please let me throw my two cents in regarding your column entitled "We're Changing."

First of all, as a publisher I wish I had your problem! Circulation of 100,000 growing by 4,000 every year, with very good demographics, they all have at least one degree.

May I suggest one solution I am sure you are considering—pay your alumni dues and get the magazine, don't pay and you don't get it. For many alumni this is their main connection to the University, I think if they understand they'll lose it if they don't pay, then they'll pay. Including me.

Jim Schepmoes '76BS/MC

In regard to the recent "We're Changing" article in the last issue concerning how to cut publication costs, here are my ideas:

Get the new Adcenter students to go after corporations to place ads in *Shafer*. The Adcenter students could also create the ad for the corporation.

Start charging \$8-\$10 per year for subscriptions. Notre Dame asks for donations and they usually get more money by this means than if they charged a subscription rate.

If the basketball team doesn't do any better next year, do away with the team and use the savings to fund *Shafer*.

Use some of the student activities fees. Isn't that how Social Security works? The young pay for the old folks.

Don Beville '75 BA/H&S '97MS/MC



I continue to read the alumni magazine; it continues to be well done, and is both interesting and informative. Sometimes I find the small articles most interesting. So it was with the Spring 1999 issue when I noticed a little piece about Barbara Ford moving to the Chicago Public Library.

The item startled me because the last time I saw Barbara mentioned in the magazine was about the time you ran an article about both of us, as she was elected to the Presidency of the American Library Association, and I was elected to the Presidency of the American Academy of Pediatrics.

Now she's moved to Chicago and I'll be moving there very shortly myself. In October, I will move to Chicago as the newly appointed Maude Clark Professor and Chair of the Department of Pediatrics at Loyola University Stritch School of Medicine and Medical Director of the Ronald McDonald Children's Hospital in Maywood, Illinois.

Keep up the good work with the magazine.

Joseph Zanga, MD '74HS-Ped

*In our last issue, we erroneously reported the death of John Heifner '88BS/H&S. He is alive and recently back from assignment in Bosnia.*

I spent 1998 working for the United Nations International Police Task Force in Bosnia. Our job was to monitor the law enforcement organizations in Bosnia, particularly their respect for human rights.

Bosnia is an unusual place. I lived in a predominantly Serb town, though had daily contact with Bosniaks and Croats. My landlady was Croat. Even though an area might be primarily one ethnic group, others live there also. Furthermore, many people in Bosnia do not identify themselves as belonging to one group. A minor slip could cause very hard feelings—for example ordering Serbian beer in a primarily Croat area.

For awhile, Bosnia had four types of money. Deutsch Marks were accepted almost everywhere and Bosnian and Yugoslav Dinar, and Croat Kuna in various areas. Later, everyone adopted the Convertible Mark.

I have now returned to my regular job as a police officer with the Charlotte-Mecklenburg Police Department in Charlotte, NC.

John Heifner '88BS/H&S

Turning to the back cover of the Spring 1999 issue of SCC was quite a shock. I lived on the second floor of that building with my roommate Malcolm Carpenter for the student year of 1958-59.

Our bathroom window was the one directly over the entry and the large bedroom had the bay window. The first floor was occupied by a famous "disc jockey radio announcer" from downtown. I remember the dark stairwell entry very well. Like resourceful students everywhere we washed our dishes in the claw footed bathtub and cooked on a two burner electric hot plate that we placed on top of the toilet seat. The original gas lamp fixtures were in the place but the electric wiring had been run through the gas pipes and the gas lights had been wired for electric lightbulbs.

The toilet had a water tank up near the ceiling with a long chain for flushing. I remember the bathroom mirror was quite plush. We started the year with a small bar type refrigerator that came with the unit, but over the term swapped it several times for increasing larger refrigerators as tenants moved out. We ended up with a sizable refrigerator.

Great memories. RPI was good to me and I am proud to say I am from VCU.

Regards and warm memories,  
Paul Steucke '62BFA

This letter is in reference to *Shafer Court Connections*, "Visions Made Visible," Spring 1999, which displays the picture of 924 West Franklin St. Was this building the one that housed the School of Social Work and administrative offices in the 1950s? It looked familiar but again I recall three more buildings of this design and color in the area.

Jane Lemberger Turner '55MSW

*Ed. Note: The Ginter House (former administration building) at 901 West Franklin St. housed the School of Social Work.*





### New Provost

One of the new faces on campus this fall is rapidly growing familiar. Dr. Roderick McDavis VCU's new provost (*above*), often walks with students and staff thronging the sidewalks this fall. It's not surprising that he's a people person; his doctorate and research are in counselor education, particularly counseling for ethnic minorities.

McDavis was dean of the College of Education at the University of Florida 1994-99 and has long experience in academic administration there and at the University of Arkansas at Fayetteville, as well as national professional service.

VCU president Dr. Eugene Trani describes McDavis as "a strong academic leader with a drive to create the best possible environment for student and faculty development and to continue promoting university-community partnerships." Retiring provost Dr. Grace Harris adds, "I have been impressed with Dr. McDavis's broad range of skills."

McDavis is "delighted to join VCU. This University is built on a solid tradition of excellence, along with innovative approaches in teaching, research and service. This is an institution on the move, and I'm honored to help lead VCU in its next challenges."

### VCU on the Rampage

To receive the latest in VCU Athletics news via email, contact [listserv@lists.vcu.edu](mailto:listserv@lists.vcu.edu). In the body of the email, type: SUBSCRIBE RAMPAGE and your name. Every week, you will receive VCU Athletics results, the coming week's schedule, radio and television information, and player/coach profiles. Be sure to enter the weekly between-the-Horns trivia contest.

### New Graduate Director

Dr. Roy Pickens joined VCU this summer as associate vice president for research and graduate studies. He comes to VCU from the National Institute on Drug Abuse where he was scientific director for NIDA's Intramural Research Program 1989-94. He's an international leader in behavioral pharmacology research. With appointments in psychiatry and psychology, he will continue his research into inherited vulnerability to addictions.

### Sports Backers

VCU is a player in the \$6 million Sports Backers Stadium which opened in August next to The Diamond in North Richmond. The complex features an Olympic track and a championship soccer field. It was begun five years ago as a partnership of Metropolitan Richmond Sports Backers, the City of Richmond, VCU and Virginia Union University. VCU and VUU track and field and VCU intercollegiate soccer are there this fall.

Richmond lawyer Richard A. Hollander, a former member of the International Olympic Committee, was also a prime organizer on the Sports Backers Stadium. The track named for him was dedicated shortly after his death in August.

### Symbiosis

VCU's executive Fast-Track MBA students are pairing their marketing skills with a rapidly growing company in the Virginia Biotechnology Research Park next to VCU's MCV Campus. Hemodyne Inc. had developed a new application of their break-

through product, a medical device that measures a patient's post-op bleeding risk. But the small company lacked the resources to investigate market potential.

Robert Skunda, president of the Biotech Park, suggested working with the MBA students, who will apply their own expertise for a semester and then present recommendations. The collaboration broadens students experience in another business field while expanding sales for Hemodyne.

### GREAT Grant

Future social workers will get more in-practice experience with older members of society, thanks to a \$50,000 grant from the New York-based John A. Hartford Foundation. The "Geriatric Rotational Education and Training Model," or GREAT, is a yearlong planning process to support continuing education for field instructors and increase social work leadership in the field of gerontology.

"Serving an older population does require specialized knowledge," said Jaclyn Miller, VCU's director of field instruction. "We need to educate social workers to serve older clients where they find them—in family service agencies, hospitals or in the community."

### Sports Roundup

Women's Track and Field had an impressive outdoor season, as three women won individual titles at the Colonial Athletic Association (CAA) championships in April. Ecuadoran Maria Elena Calle won both the 1,500 and 3,000-meter runs, while Claire Kelley won the 5,000 meters. Gabrielle DeShong was first in high jump. Calle finished third overall in the NCAA championships 3,000-meter event, earning her second All-America award of the year (the first for cross-country track). Calle is CAA Female Athlete of the Year. Calle, forced to sit out all of last season with injuries after a car hit her, also won the CAA's John H. Randolph Inspiration Award for her comeback.

VCU Baseball earned its second straight trip to the NCAA tournament this year, and finished with a record of 41-20. In the tournament, the Rams lost to Southern California 10-0, then rebounded to defeat Harvard 3-2 before falling to Pepperdine 12-5. VCU Golf won its fourth consecutive CAA golf title with senior Donny Lee taking the individual conference crown. Junior Reg Millage, who won the Virginia State Intercollegiate title last fall, was named 1999 CAA Player of the Year. Millage spent a week this season as a Canadian team member at the Four Nations team championship in Sydney, Australia.

Men's Tennis won its fourth straight CAA championship to earn an automatic bid to the NCAA tournament. The Rams were defeated in the first round by rival Virginia Tech and finished the season 24th nationally, with a final record of 21-3. Junior Daniel Andersson, from Sweden, was named a second team GTE Academic All-American. Women's Tennis finished with a record of 15-6, and third-place in the CAA tournament. Sophomore Andrea Ondrisova of Slovakia took over No. 1 singles, finished the season with a 20-2 record, and was ranked 96th in the final women's singles poll.

With an eye toward international recruiting, head women's basketball coach David Glass hired Lithuanian Aukse Steponaviciute Harris as his assistant. She has played for Soviet and Lithuanian national teams, has a good grasp of physical and tactical aspects of post play, and speaks Russian, Polish, Lithuanian and English.



Maria Elena Calle  
CAA Female Athlete of the Year

VCU SPORTS INFORMATION FILE PHOTO



## Engineering a School

"We fully expect to have major companies express strong interest in our graduates," says the School of Engineering's new dean, Dr. Robert Mattauch. In May 2000, VCU will graduate its first class of engineers. Mattauch predicts that corporations with facilities in the Richmond area—including White Oak Semiconductor, Ethyl, Motorola and Philip Morris—will recruit students from the university's newest school. He also anticipates that other companies with chemical processing, computer engineering, and automation divisions will court graduates.

The Class of 2000 already has work (and looking-for-work) experience through the Practica Program for rising seniors. Students applied and interviewed for summer internships with NASA, Pratt & Whitney, White Oak and others. For instance, at the Richmond office of the German-based Weidmuller firm, Erin Henrietta helped design intrinsic safety boxes to avoid explosions in hazardous work areas. She earned her certification in hazard safety training as well as getting valuable work experience.

Mattauch points out that the School's entire program is unique, because "the curricula have been designed by faculty and industry. And woven throughout the curricula are concepts of communication skills, knowledge of business practice, knowledge of manufacturing and understanding the dynamics of working in teams."

"Engineering is about a better way of life for all humankind," continues Mattauch, and teamwork is critical to success. "Today's problems are so big, they have to be worked on by teams, sometimes international teams. The days of the individual engineer working alone on one problem are gone." To educate students about team dynamics, management consultants from Dupont assessed junior electrical engineering students using the Myers-Briggs Type Indicator. After individual results were explained by the DuPont experts, professors placed students with conflicting personalities in groups to work together on a project. "Fortunately, no one was killed," chuckles Mattauch, "but some relationships were strained."

Team members must still be able to "engineer" and solve problems, however, and first year engineering students design and build a digitally controlled mobile robot in their first week at the School. "Today's students enter our program with tremendous computer skills, but they aren't tinkerers. So we give them those mechanical skills, teach them to solder and so on," explains the dean. "Then they begin to think in engineering terms."

The School of Engineering emphasizes synthesis and creativity; students learn not just skills for today, but knowledge for a career in problem solving. Mattauch says, "We create a match between our curricula and the student's professional lifetime of work."

## What's Next?

The School of Engineering currently enrolls 67 students in chemical engineering, 115 in electrical engineering, 45 in biomedical engineering, and 104 in mechanical engineering. A proposal for a graduate program is on the provost's desk. An architect is designing the School's next building, to house the biomedical engineering program (now at VCU's MCV Campus). The new building will expand facilities in biological sciences including biochip research at "CB3."

## CB3

Biotech scholar and chemical engineering professor Anthony Guiseppi-Elie is leading the creation of a center for biotechnology research and development at the School of Engineering with connections to the Virginia Biotechnology Research Park and the regional biotech industry.

"CB3"—The Center for Bioelectronics, Biosensors and Biochips—will create and perfect electronic sensors that recognize and measure molecular activity and micro gene chips that process and transmit targeted DNA and RNA sequences to diagnose disease strains and genetic traits. "It's a marriage of life and technology," Guiseppi-Elie told the Richmond Times-Dispatch, the next generation of tools for medical diagnostics, drug development and other applications. Costs for a fully-operating Center are estimated at \$15 million per year. DuPont's Richmond office, Mosaic Technologies Inc. of Charlottesville and Virginia's Center for Innovative Technology have already donated resources to VCU biotech efforts.



## Mars Attack

"We will institute a new form of distance surgery with new surgeons that we will train at VCU," said Dr. Ronald Merrell, VCU's new chair of surgery. Just how distant became clear when he explained, "We want to enable NASA to deliver health care in extended space flight." Weakened bone and muscle on extended missions can lead to injury, and Merrell adds, "we do worry about new diseases" from extraterrestrial life forms. (Fossilized bacteria was recently discovered on Mars.)

Merrell, who had been chair and chief of surgery at Yale, brought with him the Medical Informatics and Technology Applications Consortium (MITAC), originally a program for space medicine established between NASA and Yale's School of Medicine in 1997 under his direction.

MITAC will continue to develop and evaluate non-invasive medical technology including virtual reality instruments, robotics and various kinds of sensor-embedded clothing. Some of these devices were used to monitor climbers on Mt. Everest



during a scientific expedition this past May. Yale researchers tested small pills that measure core body temperature and pulse, one of which was used to monitor Sen. John Glenn during his 1998 return to space.

MITAC is also the telemedicine hub for the United States, a partner with seven other industrialized nations establishing telemedicine on a global scale. MITAC's Experimental Telemedicine Laboratory at VCU links doctors to health-care providers in remote sites in Brazil, Ecuador, Greece, Egypt, Russia, Ukraine and other former Soviet Republics. VCU physicians recently used this technology to provide second opinions for people injured in Kosovo.

In a multimedia laboratory, faculty will explore and evaluate 3-D visualization for medical images and develop web-based teaching and distance learning technologies for clinical consultations and curriculum. "The idea is for education not to be so elite," Merrell explains. "Now we can provide lectures to far-flung places."

Merrell chairs MITAC's board, which includes a former astronaut and representatives from Yale, University of Maryland's East-West Space Science Center, Stanford University, VCU's School of

## With a Song in His Heart

In 1949, Wayne Batty came to Richmond to join RPI's Music Department. Through fifty years, as chair from 1959-70, he has watched the department and its students grow—in numbers and in musicianship.

Batty arrived intending to be a solo singer, but when a virus damaged his vocal chords, "I began to move into opera and choral direction." He directed RPI's choral groups and began and opera workshop which grew into VCU Opera Theatre, still producing a



show every spring. And producing international talent—like Lisa Edwards-Burrs '84BM '95MM; Thomas Moser '67BM, veteran tenor of Vienna State Opera, Metropolitan Opera; Pamela Moore Armstrong '92BM, a rising soprano on the international circuit, and Tracy Welborn '89BM, 1998 Alumni Star of the School of the Arts, a talented tenor who has sung in Europe, Israel and Japan. Batty and others on the Music faculty, Welborn says, not only "gave us impeccable training in music, but really cared about us as people."

It's been a long and active run—Batty performed in April as Frosch the jailer in *Die Fledermaus*—and the warm respect of his many students was obvious at a Reunion celebration honoring him. Batty and his wife Jane beam in the photo.



This year: Opera Theatre Gala November 20-21; under consideration Don Giovanni April 14, 16. Tickets and information: 828-1166.



DENNIS MCWATERS



Engineering, the Virginia Biotechnology Research Park and Tyco-United States Surgical Corp.

MITAC will facilitate the movement of new technology to commercial production through the Virginia Biotechnology Research Park.

## Bookmark

John Ulmschneider is the new executive director of University Library



Services. He came to VCU from North Carolina State University Libraries, where he was associate director for information

technology. He began his tenure there in 1986 as head of Library Systems. He has also been the systems librarian at the National Library of Medicine.

"I'm excited and proud to join a library system with such an outstanding record in innovation and service," he says, pointing out nationally-recognized initiatives like "My Library" (at VCU Libraries' website), VCU's leadership role in the Virtual Library of Virginia project, and "one of the world's outstanding health sciences libraries."

As Ulmschneider begins, "One of our chief goals is to help VCU attract and retain students through a library that contributes to an exceptional undergraduate and graduate experience—as a safe place for study and intellectual retreat, as a center of learning and campus culture, and as a comprehensive source of information for teaching and learning. Longer hours and access to our digital materials and services at any time and from anywhere are crucial to serving today's students, who often juggle demanding jobs or live at a distance."

Ulmschneider is widely published in library and information science journals and speaks frequently at national and international library and education conferences.

## Banking on Bosnia

Dr. Neil Murphy, professor of finance, is helping Bosnia-Herzegovina to rehabilitate the nation's banking and payment systems after the devastating war of the early '90s. Murphy went in 1997 with the World Bank and again in 1998, sponsored by U.S.AID. "The Bosnians have done well in developing a sound currency through their currency board arrangement." The

next steps, he says, will be recapitalization of existing banks that are solvent, closing or merging those that aren't, and establishing a credible deposit insurance program to gain citizen confidence.

"These assignments are gratifying because the results have a positive impact on the long term living standards of people who have suffered greatly," Murphy adds that what he's learning will deepen his teaching, service and research at VCU.

## To Your Health

In July, the health professionals at VCU's MCV Hospitals were ranked among the best in the nation—again—by *U.S. News & World Report*. The Hospitals ranked in the top 50 in four specialties:

Neurology and Neurosurgery, 33rd  
Orthopedics, 36th  
Respiratory Disorders, 37th  
Gastroenterology, 38th

To assess the nation's 6,299 hospitals, the magazine randomly surveys 150 medical practitioners in 16 specializations, asking them to name the top five hospitals in their fields. *U.S. News* combines this result with measures of each hospital's mortality rate and health care. MCVH made the list in three categories last year. "To be ranked again as one of the best hospitals in the country is a tribute to the physicians, nurses, and staff who care for our patients," said CEO Carl Fischer.

## 100 in 100

This spring, *Style Weekly* named several VCU leaders in their list of the "Most Influential Richmonders of this Century." Alumni will remember past professors and presidents, and their names are familiar to today's VCU students as the buildings which honor them. Historic figures named are Henry Hibbs, founder and president of RPI until 1959; Theresa Pollak, founder of the School of Arts in 1928; and Dr. William Sanger, first president of MCV in 1925.

Contemporary list-makers include VCU's president, Dr. Eugene Trani; Jack Spiro, head of the Center for Judaic Studies; Dr. Lisa Kaplowitz, director of the HIV/AIDS Center; Dika Newlin, music professor, rocker, actress and model; and GWAR, a band formed by VCU students.

## Honoring Our Own



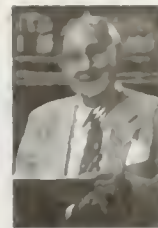
University Award  
of Excellence  
**Dr. Robert Balster**  
School of Medicine



Distinguished  
Service Award  
**Joseph Seipel**  
School of the Arts



Distinguished  
Teaching Award  
**Dr. Patricia Duncan**  
School of Education



Distinguished  
Scholar Award  
**Dr. Z. Reno Vlahcevic**  
School of Medicine

At Convocation '99, September 8, VCU honored its faculty through four outstanding members.

Dr. Robert Balster, on the faculty for 27 years, directs VCU's Institute for Drug and Alcohol Studies. A behavioral pharmacologist, Balster has written more than 260 articles in scientific journals and books and co-edited two important volumes on the latest advances in substance abuse research. He is on the editorial boards of seven scientific journals and editor-in-chief of *Drug and Alcohol Dependence*.

Joseph Seipel has taught VCU students for 24 years and chaired the Sculpture Department for 13 years. He has served on numerous advisory panels, more than 30 University committees, and 65 School of the Arts committees. VCU's graduate program in sculpture was ranked fifth in the country in 1997 by *U.S. News and World Report*.

In 28 years at VCU, Dr. Patricia Duncan has consistently been a leader in the School of Education, bridging the cultures of higher education and elementary and secondary schools. Her teaching and advising at all levels consistently wins high student evaluations. She founded both the Children's Literature Conference and the Virginia Arnold Lecture, which bring noted writers, artists and scholars to VCU.

Dr. Z. Reno Vlahcevic of the School of Medicine, associate chair of research in the Department of Internal Medicine, is recognized as the leading authority and researcher in the world in the area of bile acids and lipid metabolism. He has published hundreds of articles as well as books and chapters in his field. He has won many awards, including the international Adolf Windaus Prize in bile acid research.

## 1708 Gallery Is 21

Theresa Pollak's 100th is not the only art birthday this year. The 1708 Gallery has reached 21—adulthood. When 1708's 21 founding members, many of them VCU art faculty and students—Richard Kevorkian '61BFA, Richard Carlyon, Tom Chenoweth '80MFA and others—decided to create their own space, they weren't thinking about longevity. They wanted to blow out the doors of the Richmond art scene with an artist-run gallery designed to showcase art, not just sell it. Their brainchild changed the city's art scene, and put Richmond on the contemporary art world map.

In September, 1978, the gallery welcomed its first patrons at 1708 E. Main in Shockoe Bottom. It took off quickly, and monthly openings became citywide events. Founder Joe Seipel, chair of VCU's Sculpture Department, remembers the excitement of early openings, with 700 to 1,200 people attending. "It was very fresh; people took chances with their work," remembers 1708's outgoing director Sally Bowring '83MFA/A.

one of the many VCU alumni of 1708. Like Anne Savage '78BFA, Don Crow '83BFA (*Richmond Magazine's* 1999 Pollak Award for Fine Arts), Diego Sanchez '88BFA '90MFA and Kelly Gottschalk '90BFA.

The idealistic upstart has matured into an influential gallery. Through it all 1708 (now at 103 E. Broad Street) has stayed true to its mission as a non-profit exhibition and performance space in spite of changes in structure and funding. No longer an isolated, 1708 has blazed the trail for numerous galleries now enriching the city's culture—and which celebrated heartily all year in 20th anniversary shows for 1708 artists.







"Most public schools that blacks attend deliver nothing less than fraudulent education. Partial evidence...is [SAT scores]; blacks average about 728 while the average for the nation is 900. I might add that 900 should be seen as a national disgrace."

**Walter Williams**, nationally syndicated columnist, speaking on "How Much Can Discrimination Explain?" M.L. Clark Multicultural Lecture sponsored by VCU's Psychology and Economics Departments April 16



"It's a concept that did for education what the teaching hospital did for the medical profession,"

**Dr. Nancy Zimpher** speaking on Professional Development Schools, partnerships between university Schools of Education and K-12 schools. Zimpher, chancellor of the University of Wisconsin-Milwaukee gave the 20th Distinguished Woman Scholar Lecture, sponsored by the School of Education and Virginia's Alpha Alpha Chapter of Delta Gamma Society International in March



"After years of hard work and great leadership, quality thrives at VCU. I urge you to use the same tools you used every day to earn your degrees to help build a better Virginia and a Better America."

**Governor James Gilmore**, Commencement May 16



"A company of daredevils, profoundly human superhumans who dance on a dime" says the *New York Times* of **Doug Varone and Dancers**, in residence for a week at VCU with master classes, lecture demonstrations and a cultural mapping workshop. Performances at Grace Street Theatre Oct. 21-22, 8 pm.

#### Coming:

Student/Faculty Concert, February 4-5;  
Joe Goode Performance Group, March 3;  
Box Office: 828-2020

PHOTO BY LOIS GREENFIELD



ELLEN APPEL

**Jon Nakamatsu**, Gold Medalist in Van Cliburn International Piano Competition Master Class, Free, February 25, 5pm; Mary Anne Reynolds Concerts February 26

#### Next:

Baltimore Consort, November 5  
Tickets and schedule, (804) 828-1166



"I call myself a documentarian. I hope I'm an artist, but that's a title you can't just bestow on yourself, my whole thing is trying to earn it."

**Thomas Daniel '87MFA/A** "Birdman" (above) from *Into My Eyes*, coming to the Anderson Gallery, January 14-February 27

#### Also

Gregory Barsamian till Oct 24; Faculty Focus November 19-December 19; Student Design March 17-26; Student Fine Art April 7-16; MFA Thesis April 21-30, May 5-14



**Zachary Knight** as Alan Strang in *Equus*, Peter Shaffer Theatre VCU October 7-10

#### Coming:

*Lonely Planet*, Steven Dietz October 21-24; *As You Like It*, Will Shakespeare November 11-20; *The Bacchae*, Euripides February 16-26; *Betrayal*, Harold Pinter March 16-19; *The Mad Woman of Chailot*, Jean Giraudoux April 6-15.  
Box Office (804) 828-6026



#### Live from VCU

"I think it's outstanding work and so does everyone else who's seen it," said Kim Foster, director and owner of the Kim Foster Gallery in New York City. New York art commissions got **Fresh Meat** when Foster exhibited the work of eleven recent VCU sculpture MFAs. The artists are **Ledelle Moe, Renee Rendine, Orhan Tekin, Christopher Taggart, Carole Garmon, Tara Donovan, Barry Griffin** (art above), **Kellie Murphy, Craig Wedderspoon, Andrew Wilhelm, and Lucie Thune**. Interest was high, and a piece is sold, and four artists are talking with galleries to represent them. In 1997, *U.S. News and World Report* ranked VCU's graduate sculpture program fifth in the country. Kim Foster Gallery, NYC June 5-July 3

Live  
at  
VCU





### Healing in Haiti

Funded in part by a VCU Teaching Excellence award, the School of Nursing's Drs. Rita Pickler and Debra Hearington took several students and headed to Haiti for spring break this year.

They prepared with intensive courses in Creole and learning diagnosis and treatment for special condi-

tions like malaria and malnutrition. The group treated more than 1,100 children, many of them so poor they don't know what a doctor is.

Both teachers have volunteered on medical missions to Haiti for years, and are grateful for the experience. "The people have mustered a joy of living where there should be no joy," says Hearington, and Pickler adds, "There's a beauty of spirit you just don't see everywhere."



### Reaching Out to Wounded Spirits

Dr. James McCullough decided against a preaching career, but he's still a man with a mission. After years of work and study, McCullough developed

a 12-week model for treating depression, combining psychotherapy and antidepressants. Bristol-Myers Squibb Co. chose his model for the largest chronic depression study ever done—70 psychotherapists and 681 patients at 12 medical centers. Preliminary results show a response rate of 85 percent, the highest rate of response and remission ever recorded.

McCullough, a psychology professor who has had his own struggles with depression, wants to help other "wounded spirits." Fourteen million Americans suffer from chronic depression. His method, the Cognitive Behavioral Analysis System of Psychotherapy, is grounded in "existential philosophy and personal responsibility, with emphasis on the present moment," he says. "People who for years have said it doesn't matter what they do begin encountering the consequences of their behavior."

The therapist offers a supportive, forgiving relationship. When patients analyze a situation and act differently to get different results, "they can make mistakes without being punished"—a necessary condition for change. McCullough has shown that this approach is very effective when combined with the anti-depressant nefazone.

McCullough hopes to reach more patients by developing VCU's Unipolar Mood Disorders Institute, which he directs, into a national center for training professionals in his treatment method.

### Smart Money?

Wayne Lee '91BS/B has been making significant use of his college loan money. The graduate business student recently opened an Internet brokerage account with Waterhouse Securities with \$4,000. Lee's capital comes from the federal student loan program. He borrowed \$7,700 for the spring semester, paid his tuition, and added the rest, about \$5,300, to his brokerage account. He has benefited vastly from buying and selling stocks on the web. In just three months he made a \$600 profit.

In a bull market, student-day traders may be a campus phenomenon, but "there are a lot of naïve and inexperienced people doing a lot of dumb investing," warns David Dubosky, VCU professor of finance. "One of these days a lot of them will get burned and lose a lot of money."

### Who What Where When Why?

In fall 1998, the University announced it would not seek reaccreditation for the School of Mass Communications. As part of that decision, VCU also closed admissions to its graduate journalism programs in media management and professional journalism—although the 29 graduate students already enrolled will complete their degrees. The Adcenter and the 21st Century News Center were not affected.

After the School's acting director June Nicholson stepped down in summer 1998, College of Humanities and Sciences dean Dr. Stephen Gottfredson appointed two interim associate directors for Mass Comm. English professor Dr. Terry Oggel oversees the journalism and broad-casting tracks, while Roger Lavery, associate professor at the

Adcenter, directs advertising and public relations.

The changes were made after a five-month review by a committee of VCU faculty, students, and outside communications professionals studied the School's operations. The committee saw the School's strengths in its curriculum and in good support from students, alumni and professionals. It also concluded that the school needed stronger leadership and suffered from a lack of vision and low faculty morale.

Gottfredson comments that VCU plans "to create a new focus for the School." He also believes that the internal review is "more rigorous" than an external accreditation process.

He adds, "I believe these steps express a great deal of support and effort [for] the School's 650 undergraduate majors." During the next two years, VCU and Mass Comm faculty will re-examine the issue of accreditation.

### Archaeology Center Extinct

Students can still study archaeology at VCU, but the university's Archaeological Resource Center, part of the Sociology and Anthropology Department since 1978, has met extinction. "The flow of funds simply dried up," says Edwin Blanks, vice provost for academic administration.

The Virginia Department of Transportation had funded the Center to do archaeological surveys of highway building sites. "Then VDOT set up its own archaeology staff," says Blanks. Archaeology Professor Dan Mouer adds that in recent years, historic preservation and cultural resource management work has moved from universities to large private engineering firms. So the Center no longer pays for itself.

The Center's strategic location on West Broad Street means that the University will use the building as part of its Broad Street corridor. Thousands of boxes of artifacts from 20 years of excavations all over the state have been moved to a warehouse downtown, where Mouer hopes that scholars and students will have access. Mouer moved a lot of the equipment and files "into a variety of nooks, crannies, closets, basement niches, hallways, and an empty office." Mouer remains on the faculty at the Sociology and Anthropology Department. Center Director Robin Ryder has left VCU.

### Child Care a Click Away

VCU's Department of Pediatrics on the MCV Campus is helping make a working parent's fondest wish come true. The Department is one partner in QualKids.com, a Florida company offering an on-line network connecting parents with child care centers, doctors and other resources. With the click of a mouse, parents can check their child care center's webpage, look at menus and calendars, even view online artwork. And to round out the service, QualKids offers online resources on child development, parenting and children's medical issues.

MCV has partnered with the company, which has more than 125 subscriber centers in 20 states, to provide reliable, quality content. Dr. Kevin Connelly, assistant professor of pediatrics and a practicing pediatrician, is closely involved with the project, writing a monthly newsletter, compiling resource articles, and answering parent and provider questions. As the service grows, more members of the department will be involved.



### Odyssey of the Mind

Can you build a new kind of vehicle that will change the mode of propulsion and cross terrain including a team-designed mountain? Can you find an alternative habitat for a species or give a humorous performance on the value of savings? More than 4,000 children, parents and teachers attended the final state competition of

"Odyssey of the Mind," a spring event hosted by the VCU Alumni Association—and the first event using VCU's newest facility, the Alltel Pavilion in the Siegel Center. "Odyssey" encourages students to use creative thinking skills to solve complex problems. And the event showcases VCU to bright prospective students and their parents.



### Information Where It's Needed

On September 1, 1999, the Office of Information Technology was reorganized to enhance technology services and support for scholarship and teaching throughout the VCU. Dr. Phyllis Self, the new vice provost for academic technology, will report to Dr. Roderick McDavis, the new provost and vice president for academic affairs. John Ulmschneider, the new director of University Library Services, will also report directly to the provost.

Business-related and administrative functions including Year 2000 coordination, the University Computer Center, network services, the VCU Card Program, and telecommunications will be transferred to Paul Timmreck, vice president for finance and administration.

### Easing the Squeeze

As enrollments go up (the largest freshman class ever this fall, at 2,480), student housing gets tighter. To ease the squeeze near the Academic Campus, VCU is building an apartment-style dorm with a total of 396 bedrooms at 1100 W. Broad St. between the School of Fine Arts and the new Siegel Center. Dorm residents, mostly upperclass students, will have reserved parking at the new 1100-car parking garage across Broad Street. The dorm will be open for the 2001-02 school year.

### Move Over, Mac!

On VCU's MCV Campus, the Big Mac (Donald's) will make way for VCU's signature Gateway Project at 12th and Marshall. The nine-story Gateway building will connect Main Hospital to the Nelson Clinic. It's part of a \$65 million construction package to expand and modernize the MCV Hospitals, not only in downtown Richmond but at the suburban health complex at Stoney Point.

"These projects," says Hospitals CEO Carl Fischer, "Meet our need to provide up-to-date patient care facilities." Construction begins in 2000.

# Partners FOR Progress

## Over \$167.83 Million Raised in Just Seven Years

Not even Hurricane Floyd could dampen high spirits at the End-of-Campaign Party at the Siegel Center on September 15. And no wonder. The entire VCU community had plenty to celebrate.

"What we have accomplished is truly remarkable. Not only have we raised \$167.83 million, but we exceeded our \$125 million goal 16 months in advance," said Peter Wyeth, vice president for University Advancement. "This is a powerful testament to the support Virginia Commonwealth University receives from its friends, alumni, and foundation and corporate sponsors."

"These past seven years have catapulted VCU from an institution known statewide, to a University known throughout the country and abroad for first-rate research and as a model for excellence in an urban institution of higher education," said VCU's President, Dr. Eugene Trani.

Most important, the Partners for Progress campaign has established alumni leadership and commitment as the key to VCU's future growth. Campaign Chair **Richard Robertson '67BS/MC** led the way, beginning his chairmanship with a million-dollar pledge. Just as critically, he topped off the campaign with an additional parting gift to fund scholarships and name the new Alumni House.

Other alumni followed suit. "I was most impressed," added Dr. Trani, "that our alumni rallied to the campaign, increasing the number of alumni donors from 7,484 in 1993-94, to 11,540 in 1998-99. Increased and continuing alumni support brings more lecture series, computer upgrades, scholarships and research programs to VCU and its students."

So how has this \$167.83 million improved the University? Among many things, Partners for Progress campaign funds have:

- Added to existing endowed funds including Professorships, Chairs, Lectureships and Scholarships, like the \$3.6 million Alumni Merit Scholarship Endowment. The increase in merit scholarships has attracted more academically talented students to VCU, and helped raise the number of Honors Students from 325 in 1990 to over 1,300 in 1998.
- Established VCU's new School of Engineering. Through private and public sector support, VCU created a \$31 million, four-story, 113,000 square-foot facility. Of special note is the partnership between Motorola and the Commonwealth of Virginia that funded the 29,000 square-foot Virginia Microelectronics Center. This "clean room" research facility was part of the state's incentive package that attracted the microelectronics industry to Virginia—increasingly known as the "Silicon Dominion."
- Helped fund capital improvements throughout both campuses, including the Stuart C. Siegel Center, the new School of Engineering and the new Fine Arts Building, as well as the VCU Clinical Research Center, the MCV Alumni House and Paul A. Gross Conference Center. Under construction are a new dorm and a new Life Sciences Building.



Alumni Campaign Leaders **Dick '67BS/MC** and **Marianne Robertson** and **Rejina '70BFA '80MFA** and **Bill Carreras**



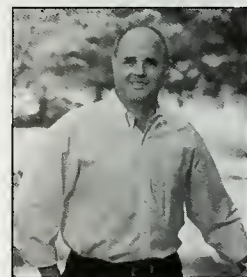
**Dr. Eugene Trani** and **Stuart Siegel**

## From Drill to Brush

Adjunct faculty member and Board of Visitors member **Dr. W. Baxter Perkinson Jr. '70DDS** will have his first ever one-man show of over 50 works on paper at the MCV Alumni House, 1016 E. Clay Street, October 21 - November 5, 1999. The exhibited works will then be auctioned off at the Siegel Center on November 6, 1999, with proceeds supporting VCU Athletic Scholarships.

Perkinson's painting studio resembles a turn-of-the-century atelier in Montparnasse worthy of Lautrec. Paintings sit stacked and scattered, waiting for a final brushstroke or a trip to the framers. It's hard to believe that he doesn't make a living by his watercolors, but rather as a dentist—with the largest dental practice in the state. "Painting is my golf, my tennis," says Perkinson. "I think I'm just one of those people who paints with a passion. I paint purely for the fun of it."

Baxter began his second career at 35, and his watercolors are some of the most sought after and prized works in Richmond. He has never sold a painting for personal profit, but instead prefers to use his works for charitable causes or as well-deserved gifts to patients and employees. Organizations benefiting from his paintings include the Science Museum of Virginia, Housing Opportunities Made Equal, Midlothian Middle School and the Highland Park Restoration and Preservation Program. Quoting Winston Churchill, Baxter smiles, "We make a living by what we get, but we make a life by what we give."

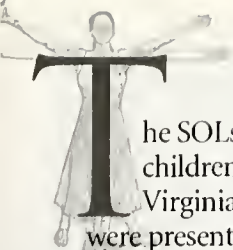


For more information concerning the upcoming exhibition and auction, please contact Cheryl Gonzales, Associate Vice President of University Advancement, at (804) 828-1223 or [cagonzal@titan.vcu.edu](mailto:cagonzal@titan.vcu.edu)



roots, canals, & bridges  
by Baxter Perkinson, OOS





The SOLs (Standards of Learning) are a series of measures for school children in grades K-12, designed, developed, and tested for the Virginia Board of Education under Governor George Allen. They were presented in 1995, and students were first tested in 1997-98. The Board says it's raising the quality of education of Virginia students, and the rest of the country is watching with interest.

In the first year especially, SOLs raised issues—and some hackles—for hundreds of teachers and administrators, many of them alumni. Classroom teachers were frustrated by a lack of preparation before the first exams. Virginia's air grew dark with phrases like "vagueness," "fact-based," "rote memorization," "teaching to the test," even "Standards of Lunacy." Critics questioned the content, testing methods, and consequences of the SOLs. But how does it look after a second round? We talked to School of Education faculty and alumni who are still "testing the tests"—preparing for and evaluating the SOLs.

## A FEW FACTS

First, a little background. The Standards cover four areas: English, history and social sciences, math, and science. History and social science Standards include four strands: history, civics, geography, and economics. Students take the SOL exams in third, fifth, eighth, and twelfth

grades. At every level, students must compose a writing sample (sidebar). The initial set of standards received an "exemplary" rating from the American Federation of Teachers in 1996.

Virginia's SOLs are part of a national movement in response to President Clinton's challenge in

"Goals 2000" to radically improve the quality of K-12 education. Forty-five states have responded with "standards-based" programs of learning and testing. Virginians had even

more incentive for change when their fourth-graders had the biggest drop in reading scores in the country in 1994. Not only the Board of Education, but parents and teachers wanted more accountability from students and educators.

By building in accountability at all levels, the Board put teeth into testing. As the new standards are phased in, SOL test scores will determine whether

high school seniors graduate by 2004; by 2006 they will decide teacher certification and school accreditation. In some districts, elementary students already have mandatory summer classes when they don't pass SOLs in an area, regardless of their grades.

In the first round of testing, a whopping 98 percent of Virginia schools failed to meet the 70/70 requirement: 70 percent of each school's students must score 70 or above or lose accreditation (50 percent passing for third grade history and science). In Spring, 1999, 6.5 percent of schools met the Standards. Still, many schools jumped far ahead of 1998 after better student and teacher preparation and realigning curriculum to match the standards.

## WORMS in the APPLE?

Roger Gray '78BS/E is a high school history teacher who represents his colleagues as President of the Richmond Education Association (as well as fellow alumni on the School of Education Alumni Board). "If what we're saying is that every kid is going to succeed at high levels, that's wonderful," he says. "What teachers are concerned about is how we get there, and what the consequences of not passing will be."

Gray and others are dubious about a "one-size-fits-all plan for education. We know that kids are different." Wayne Ellis '82MED teaches math at Huguenot High School in Richmond and he is on the Virginia Education Association's Political Action Committee. "Not everyone needs algebra I, geometry and algebra 2 to be a success," he says. And now there's no longer a place for consumer math, which he suggests "is a great practical course for seniors."

Most of all, Ellis wonders, "Does a 70 percent passing rate mean a 30 percent dropout rate? I have that fear. Educating fewer students will not make us better educators."

# VIRGINIA'S STANDARDS of LEARNING DO THEY MEASURE UP?



Roger Gray '78BS/E



Wayne Ellis '82MED

BY DEBBIE CAREY '98 MA/H&S AND MARY REYNOLDS



Classroom teachers confront radically changing lesson plans, pacing charts, more reports on students' progress. "One of the insanities of the SOLs," says Gray, "is upping the amount of paperwork, to have accountability at every step of the process. And, following the pacing charts given by central administration, there's very little time to re-teach if students don't get it the first time."

Nancy Buckner '90Med is Teacher of the



Nancy Buckner '90Med

Year at Richmond's Mary Munford Model Elementary School, where she teaches fourth-graders. She notes that the average public school elementary teacher teaches an eight-hour day, takes home papers to grade, meets with students and parents, and attends mandatory professional development courses—and then must figure out how to be

clever. Many teachers want to provide this level of instruction but find their time, energy, and material resources come up short.

Buckner also comments on the vagueness of the SOLs. "Knowing European explorers is a requirement for my students. There are hundreds; how do we know exactly what our students need to know?" Most important, Buckner says, "We must remember that the SOLs, like any other test, is just a snapshot of what one child does on one given day in one

given situation. It is not a complete measure of that child's knowledge."

Some of Buckner's concerns were addressed by a later version of SOLs. Gray observes, "They said fifth-graders should know 'key figures' in the American Revolution. Then later they did come back and tell us who those three people are." Actually, there are eleven of them, in part of one of the ten standards for fifth grade.

## TEACHER PREP

Virginia's Assistant Superintendent for Instruction **Dr. JoLynne DeMary '72Med** explains that Governor Allen allocated \$25.1 million for the SOL Training Initiative. Originally, Allen envisioned teacher training directed by the Department of Education. But school division superintendents believed that local training would be more effective, and the General Assembly agreed. School divisions use the money to develop their own training programs for teaching the SOLs which DOE then approves.

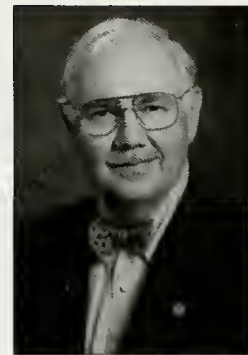
"It is an unprecedented effort," says DeMary, "because professional development of teachers is 100 percent state-funded." Education in Virginia is funded by a combination of local and state money. "In the 1998-99 school year, divisions received \$7.50 per child and in the 1999-2000, they will receive \$15 per child for professional development.

"School divisions have major staff development efforts going on all summer," DeMary continues. "Some divisions even increased the school year, not for students, but for teachers, so training would not take them out of the classroom."

**Dr. Bill Bosher '69Med**, VCU distinguished professor of education and public policy, is Superintendent of Chesterfield County Schools, the third largest school district in the state, with 51,000 students who must pass the tests. Bosher was State Superintendent of Schools when the Department of Education introduced the Standards of Learning, so he was prepared to prepare teachers.

"We've worked on four basic areas in Chesterfield," he explains. "First, we must insure curriculum alignment. In the first year of the tests, we had young people taking the eighth grade history test who hadn't taken an eighth grade history course. This year 100 percent of our eighth graders took history, and scores improved."

The second area is teacher training, funded by state money. "Student motivation is the third area," he continues. "SOL scores are now part of final exam grades, and in 2004, SOL scores will determine if students advance to the next



Dr. Bill Bosher '69Med



Dr. JoLynne DeMary '72Med

*Now, what I want is Facts. Teach these boys and girls nothing but Facts. Facts alone are wanted in life. You can only form the minds of reasoning animals upon Facts: nothing else will ever be of any service to them.*

—HARD TIMES, Charles Dickens

A major complaint about the SOLs is that they emphasize facts and rote memorization to the exclusion of reasoning, that the multiple-choice exams can't adequately test understanding—as though Dickens' Gradgrind chaired the project. True? We took a look at the facts, the Standards and the tests themselves. Here are some examples. (For more, see *SOL Search Sidebar*.) Decide for yourself.

### Kindergarten History—Geography:

The student will identify symbols such as community symbols: traffic signs, traffic lights, street and highway markers, etc.

### History—Economics:

The student will identify basic economic concepts, including

- the difference between basic needs (food, clothing, and shelter) and wants (luxuries);
- the practice of exchanging money for goods
- examples of people saving for the future

### Second Grade History

The student will study the contributions of ancient Egypt and China which have had an impact on world history, with emphasis on written language, laws, calendars and architectural monuments such as the Pyramids and the Great Wall of China

### Third Grade Science

The student will plan and conduct investigations in which

- questions are developed to formulate hypotheses
- predictions and observations are made
- data are gathered, charted and graphed

### Sixth Grade History

The student will interpret patriotic slogans and excerpts from notable speeches in United States history since 1877 including "Ask not what your country can do for you . . ." "December 7, 1941, a date which will live in infamy," "I have a dream . . ." and "Mr. Gorbachev, tear down this wall!"

### Math

The student will construct the perpendicular bisector of a line segment and an angle bisector, using a compass and straightedge.

### Eighth Grade World History

The student will improve skills in historical research and geographical analysis by identifying, analyzing, and interpreting primary sources and secondary sources to make generalizations about events and life in world history up to 1000 A.D.

### Tenth Grade English

The student will read and critique literary works from a variety of eras in a variety of cultures.

- Explain similarities and differences of structure and images as represented in the literature of different cultures
- Identify universal themes prevalent in the literature of all cultures
- Describe cultural archetypes in short stories, novels, poems and plays across several cultures
- Examine a literary selection from several critical perspectives

## SOL SAMPLE TEST QUESTIONS 1998

### 3rd grade history (economics)

Which of these things do people most need to survive?

- Milk
- Water\*
- Beef
- Apples



grade." The fourth area is "a thorough analysis of the information the SOL scores provide in order to improve the way we teach students."

This summer, more than 2,000 Chesterfield teachers took summer training. During the 1998-99 school year, the county used their share of state funds "to train 144 lead teachers in the

content areas. They are prepared to help their colleagues; they are not administrators," says Boshier. When two teachers were trained to be writing trainers for their middle school colleagues, "writing significantly improved across the board." The county also developed its own eighth-grade writing test, and trained teachers to score it. "We spent all of

last year training teachers in language arts. We also spent \$2.5 million for a kindergarten through fifth grade adoption of language arts materials, including textbooks, aligned with the standards."

State money has also funded materials for history and social sciences. Because the Standards include more geography and economics than earlier curricula, Chesterfield Schools bought new maps, globes and software to help teachers and students. The Virginia Council on Economic Education produced a CD-ROM with materials aligned with the Standards for economics, and every social studies teacher in the district has one.



Dr. James Bynum '77MEd

Chesterfield teachers developed SOL Kits for grades three, five, and eight, with hands-on material specifically related to the SOLs in the four test areas. Teachers and students throughout the county are using them.

In Chesterfield, 16 of 70 schools passed SOLs this spring, compared to only two in 1998. "Those 16 schools were from all parts of the county, both urban and suburban," Boshier emphasizes. Eight schools this year missed passing in just one subject, and he expects the number of schools passing all tests to leap ahead.

Boshier believes, "The most positive part of the Standards is that we can see our work against a specific expectation. I think that's better than travelling 180 days and claiming victory at the end of the journey no matter where you are."

Dr. James Bynum '77MEd, spokesperson for the Superintendent of Richmond City Public Schools, agrees with Boshier that "The key is not textbooks; it is curriculum realignment. We need to realign the curriculum throughout the city so that it matches what is required by the SOLs." He says that Richmond Public Schools have the materials, but that helping learn how to best use them will take time. (Gray comments that new materials on the SOLs reached teachers late and piecemeal, adding to their frustration.)

Although Richmond's second-year scores rose in 9 of the 16 subject areas/levels, there were disturbing losses in third-grade science, eighth-grade English and history, and end-of-course math. Two elementary school principals

were reassigned to the classroom "for failure to improve."

For 1999-2000, Richmond has added more instructional assistants and is holding teacher training sessions once a month. And, Bynum says, "The three feeder middle schools are talking more with high schools about how the curricula interact."

Several alumni we spoke with talked about the need for more exchange across disciplines and grade levels. Gray suggested that more exchange between city and suburban schools might be helpful; "this might be something VCU could do," he adds. VCU does facilitate a Leadership Institute where principals can meet to share problems and strategies for solutions. Systems that have developed materials for SOL curricula have not been eager to share.

## TEAMWORK

One Richmond school has some strategies that would help any school, city or suburban.

Scores came up significantly by the second round of tests at Robert E. Lee Elementary. How did they do it? Principal Victoria Oakley '88MEd has answers that work, for many of teachers' concerns.

Teaming is the first thing—and it's not a new concept at Lee School. From team-taught reading classes, to a school planning and management team, to partnerships with community



Victoria Oakley '88MEd

### 3rd grade science

Which animal is an omnivore?

- a. A lion that eats deer and sheep
- b. A rabbit that eats grass and weeds
- c. A bear that eats berries and fish\*
- d. A shark that eats fish and seals

### 5th grade history (economics)

The Shenandoah Valley developed into a major agricultural center known for—

- a. Peanut farming
- b. Raising Poultry\*
- c. Fishing
- d. Tobacco farming

By the 1880s, all of these industries were important to Virginia's economy except—

- a. Cigarette factories
- b. Cotton textile mills
- c. Shipbuilding yards
- d. Steel mills\*

### 8th grade computer/technology

Computers wired together within a building for the purpose of exchanging information are called a—

- a. File
- b. Circuit
- c. Network\*
- d. Directory

### 8th grade history (economics)

Which of the following best describes the economy of China?

- a. Subsistence
- b. Centrally planned\*
- c. Free market
- d. Barter system

### End-of-course U.S. history (high school)

**Economics:**

During World War I and World War II, the government of the United States raised revenue to finance the war effort mainly by—

- a. Controlling the production of factories
- b. Asking allies to buy war supplies
- c. Raising taxes and selling war bonds\*
- d. Instituting the personal federal income tax

**Civics:**

Speaker A: It is not the government's role to take care of people who don't or won't work

Speaker B: The government should take a very active role in regulating business.

Speaker C: Membership in military alliances and multinational organizations such as the United Nations may hurt the United States.

Speaker D: We should worry about what is happening in this country and let others worry about themselves.

The statements suggest that liberals and conservatives—

- a. Agree on most issues
- b. Differ primarily on foreign policy
- c. Agree on social issues
- d. Have different views about the role of government\*

\*correct answers

## WRITING SAMPLES

At every level students are given a "writing prompt" and write a short essay about it. Their writing sample is scored for organization, written expression, usage and mechanics. The test includes a "Checklist for Writers" to keep in mind: "I planned my paper before writing." "I edited my paper to be sure that correct grammar is used."

### 5th grade English writing prompt:

People enjoy reading different things such as stories, magazines, and books. What kind of reading do you like best? Be sure to tell why you like that kind of reading, and support your reasons with specific details.

### End-of-course English (12th grade) writing prompt:

What is the most important thing you would tell a new student at your school? Be sure to tell why it is the most important and explain your reasons.

From Standards of Learning for Virginia Public Schools—Adopted June 1995 by the State Board of Education



groups, working together and mutual support are key principles. Many schools use some of these techniques, but Oakley has tightened the focus on the problem at hand. "You need to have a structured plan," she says, "and staff and parents need to be a part of developing that plan. I didn't superimpose the plan."

"You have to understand K-5 curriculum," she continues, "you have to know how concepts build on each other." Language scores improved 34.7 percent, to 78.3 percent passing. Oakley, whose VCU master's is in reading, explains that her school decided to teach reading in parallel block scheduling—younger students in the morning, older kids in the afternoon. With kids reading within those times, they are grouped

according to reading levels, not grade levels. "Another important thing is flexibility," she stresses. "When children are ready, they move up." Reading classes are always taught in teams, teachers working with resource staff or instructional assistants.

The children chart their own reading progress, which adds incentive and "reinforces

basic math skills—we had huge gains [up 19.1 percent] in math." Oakley adds that "we use children's lit books, fiction and especially non-fiction, to supplement and enhance history/social studies and science." Parents work with their kids on take-home reading kits, colorful boxes with projects and information on topics like dinosaurs or the American Revolution.

Lee has after-school clubs in science and economics for the upper grades. The "dynamic teachers" who stay to lead those clubs are paid from a National Science Foundation grant to Richmond Public Schools. "Our fifth-graders have been going to the Science Museum once a week since third grade." For third to fifth grades, the school's teacher specialist, Sandra Clark, created model lessons on how to design experiments which teachers use in Lee's science lab—an unusual amenity for an elementary school. "We had the space," Oakley explains, "so we partnered with the University of Richmond to get a grant from the Virginia Environmental Endowment."

The Virginia Historical Society, two blocks away, is another partner. "Our kids have trouble with timelines and geography, so we use lots of maps and charts and graphs. Often our kids don't travel outside their own area—I think the geography piece is harder for them."

As to the extra reporting, "We have continuous monitoring. Teachers meet every nine weeks (coinciding with report cards, an evaluation teachers are doing already) with the

school's monitoring team—including the counselor and curriculum specialist. We review every child in the school—340. And look for solutions for a child in trouble. Maybe there's a problem at home. Maybe a child needs glasses, or a reading buddy." Teachers have release time to meet with the monitoring team; since many classes are already team taught, resource teachers or assistants can take over.

"And this is ongoing, of course. Our teachers know their students, and they aren't going to wait nine weeks to get help for a child in difficulty. We all know we are resources for each other. I commend my staff; they are very committed."

(Lee has a higher staff-to-student ratio because the school serves many students with special needs.)

## SOLS on CAMPUS

Dr. Alan McLeod, VCU professor and chair of teacher education, believes teachers can effectively promote material students need to know to excel on SOLs. He explains, "The principle behind the SOLs is closely linked to Ed Hirsch's philosophy, that learning builds by assimilation." In other words, a child can learn anything if you tie it into what the child already knows.

Even young students can learn difficult concepts using Hirsch's approach. Early reports indicated that kindergartners would have to know about Mahatma Gandhi. Dr. Jill Fox, assistant professor of education, decided to build on basic principles all kindergartners must learn their first year of school: how to obey rules. Based on her concept of what a rule is, why we obey it, and what we do to obey it, Fox introduced Mahatma Gandhi as a character who helped his country establish very good rules—and then Fox taught this unit to her education students to help them see ways to teach the SOLs.

VCU's School of Education has initiated a focused effort to train new teachers to teach the SOLs. Most current textbooks don't cover this material, particularly in social studies, because textbook companies publish books geared toward standards of states with larger populations: California, New Jersey and Texas. So faculty tell student teachers to go on-line, find SOLs for their subject and grade level, and then find resources to teach them. Education students must create SOL units and then teach them either to their VCU class or to a grade school class. Students get pre-service practice and develop resources to meet SOL standards—and they offer in-service teachers another pair of hands and a back-up brain.

## "THE FACTS, MA'AM, JUST the FACTS"—or MORE?

According to the Virginia Board of Education, some test questions are based on facts and some involve critical thinking. The DOE "Blueprints"

booklet assures parents that over 50 percent of the questions asked on the SOLs are aimed at learning and thinking, rather than on straight "facts." (See sidebar for examples of Standards and test questions.)

Assurances aside, many teachers believe it is difficult to teach the number of "facts" required by the SOLs without requiring a great deal of memorization—and forced limitations on their teaching. Gray allows that "certainly you can be creative, but the SOLs place extreme limits on you—you can't extend study in particular areas—there's no time."

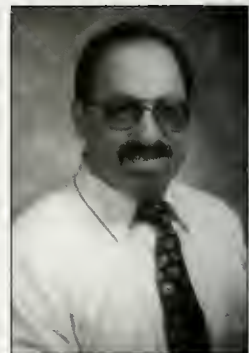
High school math teacher Ellis agrees. "There's no room to teach anything that doesn't directly relate to the SOLs." And, he points out, "Stronger kids are hurt by the SOLs, because there's no time in class to go further."

Elementary school teachers argue that they are required to cover 20 or more major focal points in each of the four areas of the Standards of Learning (80 units to teach in one year), in addition to the rest of their caseload including art, music, health and family life. It is difficult to provide the in-depth unit lesson that will guarantee critical thinking skills appropriate for each student on all 80 of the SOLs. Some teachers fear that length and breadth of the SOLs will force them to return to a "fill-in-the-blank" mentality.

That is underlined, of course by multiple-choice questions. Gray points to one of the fifth grade SOLs, "which says, 'The student will analyze the United States Constitution and the Bill of Rights, in terms of —the British and American heritage, including the Magna Carta, the English Bill of Rights, the Mayflower Compact, the Virginia Statute of Religious Freedom, and the Articles of Confederation.' — You are going to deal with all that in one multiple-choice question?" he scoffs.

Paul Fleisher '75MED has taught Richmond's gifted middle school students for years, writes children's books about science, and received the 1999

Thomas Jefferson Medal for Excellence in Science Education. "SOL testing has actually caused the curriculum to contract," he wrote in Richmond's *Style Weekly*. "Whatever doesn't fit within the standards gets eliminated. . . Education . . . is becoming monotonous assembly-line labor." Although "many of the questions on the actual SOL tests are very well-written and challenging," he says, there are other assessment methods that take more thought—"essays, student-created products, or even questions answered with a student-generated word or sentence."



Paul Fleisher '75MED



Dr. Jill Fox



When North Carolina, Delaware and Maryland recently revamped their testing procedures and standards, they chose to augment multiple-choice questions with short answers and longer problem-solving questions, to distinguish learning from memorizing and provide a more thorough evaluation of what students actually understand.

Principal Vickie Oakley argues that Virginia's Standards do require a high level of learning. "To pass any of these tests, it's no longer possible to just use rote material. You have to be able to apply it." In her school, teachers reinforce learning by applying it in other curriculum areas—kids chart their reading, and read about science.

## "OFFICIAL KNOWLEDGE of VIRGINIA"?

Gray is troubled that the Standards and multiple-choice testing give students the impression that "if it isn't on the test, it isn't important." Unimportant history, unimportant math, unimportant science.



John Rossi

Associate Professor John Rossi, who teaches Social Studies Education, elaborates. "The SOLs define the 'official knowledge of Virginia.' For students, that may be at odds with what your culture is expecting you to know." He believes more time needs to be spent on Africa, Asia, and other non-European countries. Standards do include African-

American History. World History now encompasses Asia as well as Europe. The SOLs include some history of all the peoples who have come to the United States—and the people who were here already.

"To me," says Rossi, "In evaluating the nature of the SOLs and what we want to accomplish in teaching our children, I believe we are asking the wrong questions. Instead of asking, 'Are the teachers teaching what we told them to teach?' we must ask, 'How do students learn? What are the best teaching practices?' Public education has the responsibility to teach so that students can learn, really learn."

Learning by lecture repeatedly tests lowest in student retention as a teaching method, he says—yet it presents large amounts of information quickly. Under the pressure of SOLs, many teachers are likely to overuse it. Other techniques include collaborative learning projects, learning across the curriculum, and visual versus aural methods. Rossi thinks Virginia should focus on the process rather than on the kind of data which can be easily measured.

The Virginia DOE used testing agencies from the University of Michigan, University of Virginia and VCU to validate testing procedures. Harcourt and Brace, a respected educational and publishing company, created the first set of questions based on the standards, devised by a series of committees of teachers. Other committees—including political appointees—scrutinized each question and added, deleted, and reworded some of them. Because of the revisions, the final draft no longer maintained the original objective standards. This final draft was "field tested" using randomly selected students, and the final test was adapted based on the results of the field test.

VCU's Rossi adds, "The SOLs brought the notion that deficiencies in quality of student learning lie with what students are being taught. While I would like to see the board consider different questions, the current SOLs force us to 'teach to the test,' and that becomes memorizing."

## STAKING IT ALL on SOLS

SOL critics worry that Standards are too fact-based, and that "teaching to the test" crowds out opportunities for critical and creative thinking in school curricula. *That these are not standards that will work or are even appropriate for all students.* But if schools ignore the Standards, they will face the consequences of high-stakes testing: students will not advance to the next grade, schools will lose accreditation.

Rossi warns, "People are panicking over these SOLs. There are rumors that principals will be fired based on these test results. This method of accountability starts to feel very 'big brother.'" In fact, principals were replaced in two Richmond City Public Schools "for failure to improve," although the Superintendent said it was not because of the drop in their SOL results.

Paul Fleisher asks why the same standards are not required for private schools. To him, and other teachers and parents, "SOL testing looks like a blueprint for sabotaging public education: Force public school kids to take an overly difficult set of tests. When they don't do well, use that to justify school vouchers . . . to funnel public funds to private schools."

**L**earning to teach these standards and evaluating them in the classroom is an ongoing process—and one the whole country is engaged in, through the Goals 2000 challenge. No substantial change is easy, especially at the beginning. Boshier believes that schools should work with current standards before any rush to revise them. "We should give students a chance to master this content and these skills," he contends. "K-12 is a 13-year process. You

## SOL SEARCH

To understand exactly what the SOLs demand at each grade level, look at the Department of Education's "Blueprints." Check the web, or ask for a hard copy at 804-225-2400.

<http://www.pen.k12.va.us/>

The Department of Education site has Standards of Learning links with information including Standards, sample questions and Blueprints. It also posts test results for all the schools in the state.

<http://personal.cfw.com/~dday/VASOLs.html>

Mickey VanDerwerker '85 MEd. 1986 Virginia Teacher of the Year, is a leader of Parents Across Virginia United to Reform SOLs, who designed this site. The network of over 1,500 parents and grandparents believes the SOLs and the way they are being used is not good education, and they want changes.

<http://www.knowledge.state.va.us>

This site includes teaching units on-line incorporating techniques, materials and information on specific SOLs. Each teacher whose lesson plan is used here receives 10 points toward re-certification, up to 30 points.

<http://www.geocities.com/EnchantedForest/Cottage/6004/toc.htm>

Developed by a team of parents of 5th-7th graders, this site focuses on History/Social Studies SOLs for grades 5-7.

succeed in Algebra I in eighth grade because of skills and content you've learned in elementary school."

"Keep in mind," Gray adds, "that this whole program is to identify weaknesses and improve upon them. Not to compare schools or students against each other."

Superintendents are counting on more students passing each year. Even Wayne Ellis says second-year scores don't show that "many more kids came very close to passing—scoring 399 out of 400." So perhaps by 2006, all public school students in Virginia will be able to show that they know the standardized material in science, math, history and social sciences, and English.

"The goal has to be improvement," says Boshier, "as long as that's happening, we should celebrate."

Debbie Carey is a freelance writer and a teacher at Germanna Community College, Fredericksburg. Mary Reynolds was interim editor of VCU's alumni magazines for four months this spring and summer and is working on a VCU Master of Urban Planning.



# Shoe Leather

## Welcome

JODI

## to Miami

MAILANDER FARRELL

Jodi Mailander Farrell '87BS/MC is an award-winning education writer for *The Miami Herald*. Farrell's stories already appear on *The Miami Herald's* web site, and most of her recent freelance work has been for Internet sites like Amazon.com. Farrell sees the Internet as complimenting print newspapers, rather than competing with them. "Breaking news and in-depth news can go hand-in-hand on the Internet for newspapers. While *The Herald* posts stories as soon as possible, it also updates them. The final version of the story eventually makes its way onto the site. That is the in-depth story that readers have learned to expect from newspapers."

"I think newspapers in print format will continue to exist, but, as we already know, readership is on the decline," she says. "The Internet is the one area that can grow in circulation, as well as ad sales. It also makes us better at our job: getting news out much quicker." Farrell continues, "That ability, which at one time was only enjoyed by the broadcast media, could be the saving grace of what many perceive as a dying business." She says that although newspapers do not currently charge for access to their web sites, they sell advertising space and may charge fees for on-line access to their libraries. "Eventually, they may charge for subscribers. The key word here is potential," she says. "The number of on-line readers is growing much more quickly than the number of those reading hard-copy newspapers."

Farrell interned at *The Palm Beach Post* in West Palm Beach, FL, which opened the door for a job offer at the end of her senior

"I really wonder how we as journalists got along without the

Internet," says business magazine editor Sergio Bustos. Journalists agree that the Internet has

changed the way they do their jobs. Five School of Mass Communications graduates consider the relationship between electronic media and print journalism. Some view the Internet as a tool for research or for promoting the printed product. Others note that electronic news forces print media to either publish news articles quickly or write more in-depth pieces from different angles.

But traditional reporting skills will guide them into the twenty-first century. Investigative reporter Ronnie Greene calls it "shoe-leather reporting." As business reporter Lisa Brownlee says, "No matter what the medium, reporters still have to know how to report a story." And photojournalist David Alan Harvey concurs, "If someone's a serious photographer or a serious writer, there's going to be a place for them." Together, these journalists span more than 30 years in the university's history, have nearly 80 years of experience and more than 10 million readers worldwide.

year. Four years later, she moved to *The Miami Herald*. "I have been working on the Miami city desk for the past six years covering education in Dade County, the fourth-largest school district in the country," she says. A new mother, Farrell recently started a yearlong leave of absence. She's still employed by the *Herald* and freelances while on maternity leave.

"Nothing can replace on-the-job training and experience," she says. "The more you write, the better you become." While at VCU, she wrote for the *Commonwealth Times* and freelanced for publications like *The News-Leader*,

*Richmond Surroundings* and *Style Weekly*. "Going to an urban university helped me make more contact with those opportunities than I would have attending a rural or suburban campus," Farrell says. "I can't tell you enough how working at the *CT* helped me. It was an independent, student-run newspaper then and we took that very seriously. We learned from each other. I met some of the most creative and talented people I know there."

Although she'd rather work for a newspaper's Sunday magazine section, Farrell says those types of publications are a dying breed because of corporate cutbacks made



# & Keyboards

BY JIM MEISNER JR. '93BS/MC

## Investigating

RONNIE

## South Florida

GREENE



by newspaper publishers. She's happy with her current education beat because it deals with so many different issues. "Of course, by nature, journalists are never entirely pleased with their current situation," she admits, "so I'm always looking for something better!"

Her most difficult story was published last year in her newspaper's *Tropic* magazine section. Farrell's extensive article documented how two controversial school board members ruled the school district with political favors, including promoting major campaign contributors, in violation of state law. "Neither board member wanted to cooperate for the story and one tried to discourage people from talking to

me," Farrell remembers. "I was accused of being a racist and anti-Hispanic, and one board member compared me to the photographers that 'hounded' Princess Diana to her death."

Farrell often has to walk a fine line when researching and writing potentially controversial stories. "I think trust in journalists has declined because the public feels we're only out to get the story for the glory of it all—not because it's a service," she says. "That may drive some journalists. But most of us got into this business because, despite all the skepticism, we possessed a corny optimism that we could right some wrongs. Most of us are still pretty corny although we like to pretend we're not."

Like Farrell, Ronnie Greene '86BS/MC reports for *The Miami Herald*. Greene uses the Internet as a tool to assist his investigations. "The Internet and computer analysis can help us a great deal as journalists, but it can never take the place of face to face interviews, talking to people and leg work. It's like the heart and soul together. We can't just sit at our desk, surf the net, and get easy answers there. It can't be the end all."

He tells how his newspaper created databases of campaign contributions and politicians' appointment calendars to aid a team of reporters examining the role of lobbyists in how the government grants contracts. "For these stories, we use a slew of computer searches. We obtained a computerized list of all lobbyist registrations. If I want to find if a company hired a specific lobbyist for a job, I can get the answer with a few keystrokes. From my desk, I can check the FEC for federal campaign contributions. I can pull federal public disclosure forms."

He continues on the benefits of on-line research, "I use the Internet to pull public records at the state Division of Corporations. Before, I'd have to call a state office, wait until someone answered, then ask a clerk to pull





records. If I wanted copies, it took days. Now, in a few minutes, I can find all officers of a specific company and all the corporations linked to an individual."

Other investigative work, says Greene, requires "shoe-leather reporting." He explains that even with the Internet as a starting point, "A lengthy investigation story still takes time. That means reviewing years worth of public meeting minutes, looking for patterns in how government contracts are awarded. It means pulling dozens of county contracts by hand and scrutinizing the fine print. It means interviews and more interviews."

He had an early start on investigative reporting at the *Commonwealth Times*. "I spent an evening at the MCV hospital emergency room for one story, and spent several weeks interviewing members of a religious sect for another." He continues, "I wrote about campus crime, profiled life at the maximum security state prison and detailed how people with AIDS were being shunned by society. Those

stories—and many, many more—await any student journalist with aspirations to dig beyond press releases and public meetings."

Greene remembers the university as "a creative, invigorating place to study journalism, and Richmond is an excellent laboratory for students. VCU offered good training, and I tried to take full advantage. That meant taking a journalism major and learning from top-notch pros." His summer internship took him to *The Palm Beach Post* in Florida.

After graduation, Greene was hired by *The Post*. Despite his extensive experience, he quickly recognized the difference between college and a daily newspaper. "When I came to southern Florida to work as a journalist in 1986, it was an extremely competitive market," Greene relates, citing the area's four other newspapers. "I wasn't really prepared for that, but once I got into I really enjoyed getting in there and slugging it out with the other papers."

He joined *The Miami Herald's* investigative staff in 1998. "South Florida is a great place to cover news, and the paper is committed to investigative journalism," he says. Investigative journalism is mostly hard work, Greene explains, with long, tedious hours digging through files, knocking on doors and conducting countless interviews. "But if you do your job right, it's worth it in the long run. If you take the time to do it right, we as a newspaper can do a story in a way that no one else can do it." And *The Miami Herald* takes the time to do it right, Greene says. He was part of a team that dedicated about eight months to analyzing South Florida's criminal justice system, winning several national awards for investigative reporting.

Whether investigating of the region's criminal justice sentencing patterns or government contracts, Greene approaches each story from the same perspective. "It's a great thing to see a newspaper trigger change. It's public service journalism. That's what we should be striving for as journalists."

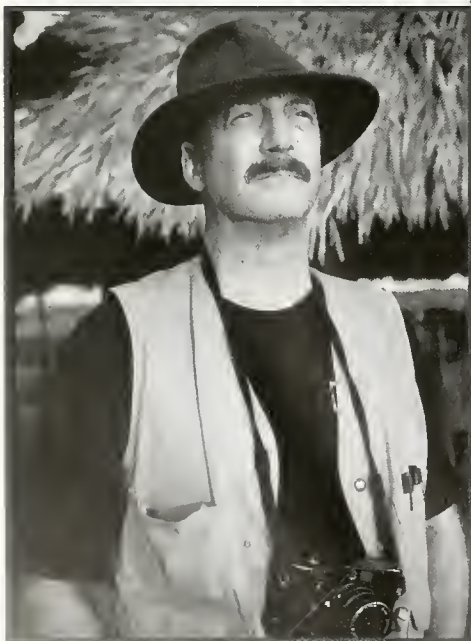
<http://www.miamiherald.com>

# Hemingway

DAVID

# with a Camera

ALAN HARVEY



© MEDFORD TAYLOR

While many print journalists see their stories posted on a web site, photographer David Alan Harvey's '66BS/MC presence on the Internet is much more extensive than the average journalist's. The *National Geographic* photographer has a special section, "Visions Gallery Portfolio," on its web site dedicated to his work. Through the site, Harvey also offers advice to aspiring photographers. In a June web cast, *National Geographic* took Internet guests on a virtual tour of Cuba with the photographer as their "live on-line" guide. Although he publishes in print in one of the most traditional family magazines, the Internet has certainly served Harvey in terms of

promoting his work and his new book, *Cuba*.

He easily dismisses the suggestion that print journalism is shrinking in the news market due to the Internet's influence. He has heard the same "doomsday" comments since 1966, he says, when it was thought that television would kill the print medium. According to Harvey, today's worriers are just as wrong: "Because of technology there are more opportunities than ever. If someone's a serious photographer or a serious writer, there's going to be a place for them."

Harvey grew up in Virginia Beach and explains, "I was making photographs, but I was distracted by being

<http://www.nationalgeogr>





© DAVID ALAN HARVEY

a teenager. I didn't plan on going to college but on racing motorcycles. My parents said, 'David, we know you haven't been a conformist, but just do one thing for your mom and dad: Try one year of college.'"

After looking first to California and New York, Harvey turned his attention to RPI. "Once I got to college I loved school," Harvey admits. Enrolled in the journalism department, as it was called at the time, Harvey was also attracted to the creativity of the Institute's art, drama and photography departments. "Any educational experience is what you make of it. VCU was definitely a turning point," he says fondly. "For me personally it was fantastic."

Following graduation from RPI, Harvey went on to earn his master's degree in photography from the University of Missouri. "I then went to work for the hottest picture newspaper in the country—the *Topeka Capital-Journal*, in Kansas. It was the best first job anyone could have," he says. A grant from the Virginia Museum of Fine Arts allowed him to work on a photography project of Virginia Beach. *National Geographic* editors eventually accepted his first story proposal, about Virginia's Tangier Island, which appeared in the November 1973 issue. Harvey successfully completed several more assignments,

and finally joined the magazine's staff full-time in 1978. Ten years after graduation from RPI, Harvey had reached the pinnacle of his career.

Harvey's career has taken him around the world, including stops in Italy, Spain, Mexico, Trinidad, and Vietnam. *National Geographic* asked him to photograph Native American powwows, stock car racing, and artist Andrew Wyeth and his family. He spent only seven years on the staff of *National Geographic*, then began a successful freelance career which still included assignments for the magazine. A former National Press Photographers Association Magazine

Photographer of the Year, Harvey was nominated for membership to the prestigious Magnum photo agency in 1993 and became a member three years later. He rejoined the National Geographic staff this spring.

Today when not on assignment, Harvey finds himself opening exhibits of his work and leading photography workshops around the world—this year Italy, France, Cuba and the U.S. "I'm always busy, but I'm not busy taking pictures all the time," he says.

As his career developed, Harvey found himself growing fond of his favorite photographic subject—the sights and sounds of the South American people. "I fell in love with Spain and Latin America 20 years ago," he says. "I've done a lot of Spanish speaking stories." Harvey's love for the Latin world recently focused on Cuba, "It's a good place for a street photographer. Hemingway fell in love with Cuba; it's an easy place to fall in love with."

The island nation can be seen through Harvey's eyes in the June 1999 issue of *National Geographic*, on an October "National Geographic Explorer" television segment dedicated to Harvey and his photos, and in his forthcoming book. Harvey is currently working on another book, *A Divided Soul*, which chronicles his 20 years photographing Latin American culture.



© DAVID ALAN HARVEY

[photography.harvey/index.html](http://photography.harvey/index.html)



# Latin

SERGIO

# Business Editor

BUSTOS

"I really wonder how we as journalists got along without the Internet," says Sergio Bustos '87BS/MC. Born in Chile but raised in Northern Virginia, Bustos is living his journalistic dream as an associate editor at *Latin Trade*, a monthly business magazine based in Miami. Bustos' responsibilities have taken him to Sao Paulo, Brazil, San Jose, Costa Rica and the Dominican Republic, covering trade and investment news in Latin America and the Caribbean.

As he made the transition from newspapers to a magazine, Bustos has been aided by the growth of the Internet: "It's revolutionized the way I do my job. I use an on-line rolodex: an address book organized by Yahoo! It makes it easy for me to carry wherever I go—be it home, the road or the office. I use the Yahoo! News Clipper by putting in keywords like *Latin*, *Mexico* and *Brasil*." He uses e-mail interviews with "an economist in Chile, retail banking experts in Brazil, an automotive consultant in Brasilia and several others who may not have time to have a face-to-face or telephone interview."

The growing pains of the Internet have also affected his six-year old magazine. "Like hundreds of other publications, we're still struggling with what the hell this is supposed to be," he says of the world wide web, "and what we're supposed to do with it." Several years ago, as the magazine struggled to define its electronic presence, an entire issue was placed on their web site. Today *Latin Trade* on-line publishes the table of contents for each issue and "teasers" (the first page of an article) which Bustos says "give readers an idea about what the magazine has to offer them."

*Latin Trade* offers more in-depth coverage than daily newspapers or electronic media. Magazine stories take time, says Bustos, "With a magazine, I find myself having to interview far more people and trying to pinpoint an angle for a story that will be fresh whether you read it today or early next year. I am writing more in-depth pieces. We still cover stories that appear elsewhere. We simply try to give it a

different spin." Bustos joined the magazine in 1997 as an associate editor. After 12 years reporting for newspapers including the *Philadelphia Inquirer*, Bustos sees a difference in reporting styles. "We have a more focused audience and more time. I try

to write more about trends than daily events. At a daily paper you'd be writing about every little event, rather than the evolution of the story."

Bustos sees the growth of e-mail news services, on-line publications and regional on-line newsletters as a growing area of competition to his magazine. "If you'd have asked me two years ago where this thing is heading, should a print journalist be worried about this, I'd have said no way," he says. "Today, I'm not so sure. The skills of a journalist won't change. But I would question what should go on paper now." He states that the skills of a journalist will always be needed, even in the age of electronic media. He adds, "the knowledge needed by a journalist will narrow. For example, a friend of mine works for Bloomberg News [business news service] and he now feels like an information broker. He must know the securities field and he must know every detail of the industry and companies he covers."

As a student at VCU, Bustos especially appreciated the personal attention he received from his professors, including "old-fashioned newspaper editor" Jack Hunter. Bustos says, "I still remember to this day what he used to tell me, 'If you want to be a good journalist, you have to read and write and read and write and read and write. You may never become an Ernest Hemingway, but you can still



become a good writer." Professor James Terpin directed him to his first internship. "Those are two gentlemen that I

remember distinctly. They were inspirational, and they just seemed to care about students."

Bustos, who still keeps in contact with several classmates, says the university's racial diversity made an impression on him as well. "There were so many different people there, from so many different backgrounds, of so many different colors," he remembers. "There was a huge mix of people from small towns, and also from larger urban

areas." He believes this diversity helped to prepare him for a career in journalism.

Bustos wrote for the *Philadelphia Inquirer* for eight years; and he received a Robert F. Kennedy Journalism Award for a series of stories that reported how police violated the rights of farm workers. He was also part of a team of journalists who were finalists for the Pulitzer Prize in 1995 for uncovering a tainted state election involving the use of fraudulent absentee ballots. While working for the *Inquirer*, he says, "I was awarded a year-long mid-career journalism fellowship at the University of Southern California. I spent nine months in Los Angeles and lived and traveled in Mexico and Cuba."

Two years at *Latin Trade* has confirmed for Bustos: "The story of Latin America in the 1990s is business." The magazine reports on business in countries with relatively new, post-dictatorial economies. Despite the economic and political volatility of the region and the poverty of many Latin American countries, Bustos works hard to put a human face on the stories he covers. As his career progresses, Bustos says he could return to a daily newspaper as a reporter or editor, go into electronic journalism exclusively or even public relations. He says, "Journalism for me has been very rewarding, I've been places I never would have gone."

<http://www.latintrade.com>



# New York

LISA

# News

BROWNLEE

While still in school, **Lisa Brownlee '93BS/MC** wrote for the *Commonwealth Times*, *Reflections in Ink*, and interned at *The Richmond Times-Dispatch*. After graduating in the public relations track, she moved to an internship on the copy desk at *The Wall Street Journal*, in New York. This year, she took a job as a media, entertainment and telecommunications reporter for *The New York Post's* Business Section. "I'm not going to be writing page six gossip or anything," she says. "It's a truly exciting job." She thinks in some ways her new job will almost be like working for the *Commonwealth Times*, because of the section's smaller staff. "The section is smaller, but people in media circles here read it religiously," she says of the 198-year-old paper.

Brownlee is enjoying the new beat: "I get to do local coverage, and not leave New York." In the media capital of the world, Brownlee's "local coverage" of local business entertainment news will include the world's media giants like Time-Warner, and major entertainment issues including on-line music, cable television issues and the rapidly growing technology issues surrounding cable companies. This reporter is aware of the competition between media. "Other media do matter," she says, noting that print editors watch television during the day to see how stories are covered and to learn what isn't being covered by their electronic counterparts.

Speaking specifically about business news, Brownlee explains, "Keeping an ear or eye on what electronic media are doing throughout the day works to print media's advantage in that you can get a sense of broad reaction. It certainly makes life easier to glance up at a screen and see what the Dow did if you're writing a story about why xyz company's stock went in the opposite direction."

Brownlee disagrees with the naysayers who think that electronic media will spell the end to traditional newspaper: "I don't think that print is dead. I think that in certain markets, print is on the wane. But in this market, I take the train to work, I get a cup of coffee, and I can pick up two or three papers at a news stand. People like that." But she admits, "Part of the future will be the Internet. You go to the Internet and get what you want, while television is more directed at you."

While not every city has multiple newspapers like New York, many Americans can access multiple news sources on the web. The ease of access "helps local newspapers stay abreast of how their colleagues in other markets are handling coverage," according to Brownlee. Electronic media, she believes, "creates competition in terms of timing. The faster a media outlet can publish news, the more competitive it is. Also, the presentation or simplicity of making the information available is important."

She continues, "Graphics, links and repackaged data are even more important. I also think that word of mouth, or 'buzz,' is critical for a web site. If people start talking about a site's content, there is a tendency for the curious to visit. If you can get surfers to bookmark your site, they're hooked." Internet news is not necessarily the latest news. "The content I tend to read on the Internet is usually re-canned print content," Brownlee says.

After six years as a New York journalist, Brownlee points out that one skill applies equally to television, print, and the Internet. "No matter what the medium, reporters still have to know how to report a story. There are different types of journalists, because there are different types of journalism but there is no 'big-time,' 'small-time' distinction, between *The Wall Street Journal* and a small town weekly newspaper," she explains. "You're going to get called by the people you cover, at either a small newspaper or a national newspaper. At all levels, the reporters still have to be kept honest, and have to keep the people they cover honest."

Brownlee looks forward to continuing the career she began while still in Richmond. "I just hope I'll always be in a position where I'll be doing what I want to be doing, and right now, I am. And that's a good thing."

*Jim Meisner Jr. studied broadcast news and is a public relations professional and an actor.*

<http://www.newyorkpost.com>

## Adcenter, Encore!

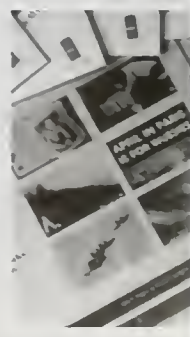
The School of Mass Communications has even more to be proud of lately. For the second year in a row, VCU Adcenter teams wowed 'em at the prestigious national One Show in New York City. Fifty-three schools competed with a total of 400 entries in May, and the Adcenter team came away with 12 of the 21 prizes: the gold, silver and bronze, as well as 18 merit awards. When the Adcenter won the top three One Show student awards last year, it was a first—no school had done that since the Show began in 1975.

The VCU Adcenter is the first graduate advertising program to combine a business-oriented strategic track for account managers and account planners with a creative program for art directors and writers. The two-year program works like a real agency, according to director Diane Cook-Tench, with student artists and writers teamed with students on the marketing and business side—"which makes our ads sharper, and gives our students a definite edge."

Jacob Baas and **Chris Carraway '99MS/MC** took the gold, **Amanda Berger '99MS/MC** and

Steve McElligott the silver, with Nic Fantl and Tom Randall taking bronze. Carraway is now with Ground Zero, a five-year-old advertising firm in Santa Monica, which boasts total billings of \$55 million.

Other recent student Ad ventures include a campaign for the Virginia State Bar. "You have rights. Lawyers protect them." And that's no joke. Students have also worked on public art projects with Art 180, a group of Richmond artists collaborating with inner city children.





# VCU Advantage

## Holding Court

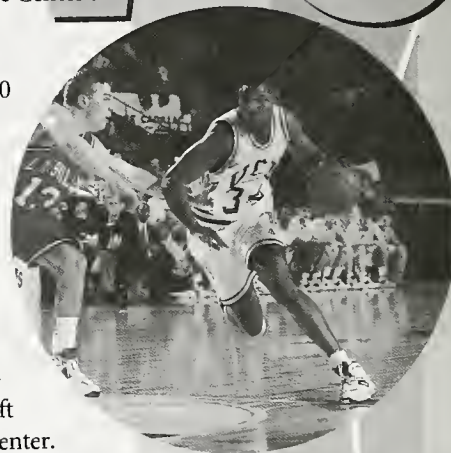
Tuxedos and evening gowns filled the court floor at the grand opening gala of the Stuart C. Siegel Center on June 10. Legislators, ESPN personalities, and sports stars joined alumni and friends marking the Center's official opening.

Before VCU's basketball and volleyball teams took center court this fall in the 7,500 seat Alltel Pavilion, hundreds of VCU students and participants in neighborhood programs had christened the floor with countless pick-up games and other activities—by mid-August, more than 64,000 people had used the Center.

In another part of the building, students (not just varsity athletes) can elevate their heart rates on many stairmasters, treadmills, and stationary bikes and lift weights in the state-of-the-art recreation center. Looking through plexiglass windows, students watch their peers play pick-up games on the recreational basketball/volleyball court; and the multipurpose room resonates with students working out in kickboxing, aerobics and capoeira—the Brazilian dance and martial art.

Women's Volleyball, the first varsity team to compete on the new court, swept Maryland Eastern Shore, 15-0, 15-0, 15-2—in twenty-seven minutes, an NCAA record. A new era of Rams basketball will begin at the complex on November 19, when the women's team faces West Virginia University and the men play against the University of Louisville.

The Siegel Center means more than sports for the university. Conference rooms, team lounge and the Donor Room host special events. The Alltel Pavilion has already hosted 4,000 competitors in Virginia's Odyssey of the Mind state final; more than 3,000 for a sit-down dinner at the Red Cross national convention; and 11 high school and university graduations. As a mid-sized convention and exhibition site, it hosts concerts, conferences and shows, bringing thousands of visitors to VCU.



VCU SPORTS INFORMATION FILE PHOTO



## Mastering the Game

Coaching, negotiating sponsorships and contracts, and managing athletic venues are just a few of the professions for which the VCU SportsCenter will prepare its students. Part of the Department of Recreation and Tourism in the School of Education, this new graduate program will give students hands-on experience in all aspects of both amateur and professional sports management. David Maraghy, president of Sports Management International, is the Center's executive director. The SportsCenter's first class began coursework this fall and will earn a Master's in Sports Leadership at the end of 18 months.

"We're contacted regularly by individuals who want to know how to get into the athletics business, and we hear from industry leaders nationwide who increasingly are lamenting that job candidates lack practical experience and need additional on-the-job training," says Richard Sander, director of athletics.

An advisory board of nationally recognized coaches, ESPN sportscasters, professional athletes and CAA officials helped develop the program. Board members include sports luminaries Bruce Arena, Randy Cross, Roy Firestone, Willie Lanier, George Raveling, Dick Schaap, Tubby Smith, John Smoltz, and Robert Wrenn. "There is a tremendous need in amateur and professional sports for the type of leaders which the SportsCenter will graduate: well-prepared in both theory and experience," says Del Harris, former head coach of the L.A. Lakers and board member.

The advisory board will maintain a close connection to VCU. "Our board members want to come to campus. They want to share their expertise with our students," says executive director Maraghy. "We just held our first intensive continuing education seminar in Sports Business in June. We offered practical experience insights, as well as the theory behind marketing, to 20 students for five days, eight hours a day," he continues. Led by Dr. Pamela Kiecker, Chair of the Department of Marketing and Business Law at the School of Business, the course included special guest lectures by professionals like Ken Kurek, who sold all the sponsorships for 1994 World Cup Soccer and the 1996 Atlanta Olympics.

The program offers two tracks: coaching and sports administration. Students complete



coursework in a core curriculum in the first twelve months; in the next six months, they will intern

with professional or amateur athletic organizations. Students will also gain practical experience at VCU's expanding athletic venues including the Siegel Center and the Sports Backers Stadium dedicated in August.

In the year 2000, students will have an exceptional opportunity to expand their hands-on experience when two major events come to the Siegel Center: the NCAA Women's East Regional Basketball Championships and the Final Four Women's NCAA Volleyball Championships.

The SportsCenter also offers a certification program for current coaches and continuing education for professional teams, large sporting goods enterprises, organizers of major events, coaches, and other local, national and international sports organizations. Continuing education seminars will be offered both on and off campus.

For more information about the SportsCenter, call (804) 828-8326 or (877) 799-4287 (toll free).

*Mary Reynolds was interim editor of VCU alumni magazines this spring and summer.*





BY JEAN HUETS '80BS/H&S

*Some people think they're corny,  
but "how we met" stories will  
never go out of style. The couples  
who share their stories here are  
diverse, but they have several  
things in common. They're in  
love, and have been for quite a  
while. But the romances didn't  
start with throngs of violins and  
roses; these long-lived lovers were  
friends from the start. VCU and  
Richmond provided a framework  
for shared interests in music,  
religion, art, and history; they  
remember the university as a  
place for fun and friendship.*

## *That '70s School*

Remember the Chesterfield Tea Room? Morton's? Johnson's Burger Bar? The Mosque? The Rathskeller? The International Food Festival when it wasn't crowded? Take a trip down memory lane with **Tony '79BS/H&S '82BS/P** and **Corrine Rowlette '80BS/H&S**. Their courtship took them to the best and most affordable places in Richmond back in the late 1970s.

Tony met Corrine in 1976 when he pledged for Kappa Alpha Psi fraternity. Corrine was a member of its auxiliary group, Kappa Kittens. Pancake dinners at Pace United Methodist Church, which the fraternity adopted, were among the activities that helped their friendship grow. But the magic moment came at the 1977 Natalie Cole concert at The Mosque: Cole sang "Inseparable," and, says Corrine, "we knew we were serious."

When the undergraduates met, Corrine was studying in the Psychology Department and Tony, in the Department of Chemistry. Tony would later attend the MCV School of Pharmacy and graduate in 1982. The two had much in common. They were both raised as Baptists, and their faith continues to play a strong role in their relationship. Tony was ordained as a deacon at his home church, Bethesda Baptist Church in Chesterfield. Both grew up in homes with older parents, so they understood the ups and downs of caring for elderly parents. Fraternity activities meant they had many friends and activities in common. They volunteered and played with the kids at St. Joseph's Villa (then the Crippled Children's Hospital), where Tony tells, "I almost had my head run over by a boy on a bike." They also worked on the Halloween Haunted House to benefit the Boy's Club.

Tony and Corrine made sure they didn't miss dancing at Rathskeller functions and attending the Ebony Fashion Show, an annual event which raised money for scholarships. The International Food Festival was another day "we always made a date, not to schedule anything else in," says Corrine. "It was a complete day of hanging out, with no pressure." At the time, the food festival was a "best kept secret," according to Corrine.

The Chesterfield Tea Room was another meeting place. When the African-American pair first started eating there, they caused a bit of a stir. Everyone was accustomed to African-American staff and white patrons. Tony and Corrine made friends with both, and over time, the elderly patrons of the tea room grew fond of the couple. "They realized these kids



wouldn't bite!" Corrine laughs. The people, staff and patrons, became "like an extended family," Tony says. "It was very emotional when we graduated."

Sally Bell was another favorite lunch spot, despite the rather dragonish staff. "I went in on Valentine's day to get a box lunch for me and Tony," Corrine relates. "I asked, do you have anything special? They said, no! And then we opened our lunches and there was a cupcake with a heart in the icing." The two also ate heartily at Johnson's Burger Bar. This was not your patty-by-the-million fast food joint—Johnson's was a family-owned business with the best burgers in town.

In 1982, Tony and Corrine were married. Active in the Alumni Association, they served on reunion committees, with Tony co-chairing his School of Pharmacy ten-year reunion with Annie Mehfood. Tony is also a past president of the African-American Alumni Council.

Tony describes himself as "your friendly pharmacist," at Riverside Rehabilitation Institute in Newport News, VA.

Corrine works on a variety of projects as Regional Employee Ombudsman for the Department of Corrections in Suffolk, VA, including investigating and drafting responses to state employee job-related issues and grievances, and preparing and delivering presentations on ethics, diversity and sexual harassment. Their five-year-old son Curtis keeps them both on their toes, and they are very much involved with Tony's mother, Ruth Rowlette. Tony and Corrine are members of the East End Baptist Church in Suffolk, VA, where Tony is as a deacon. The family participates in various groups in the church. Tony

and Corrine belong to local and national organizations including the two that brought them together at VCU: Kappa Alpha Psi and Kappa Silhouettes.

Their advice to other VCU couples? "Stay focused," says Tony. Tony also believes it's important for student couples to understand each other's fields as well as their own. Corrine adds, "It's important to take your education seriously, but take time to smell the roses. Enjoy college: these are your memories."

## Drama and Psychology

Picture the drama department of a nearly all-women's college—RPI during World War II, when the men were off to war. Meg Conner '49BFA remembers 30 mostly women students directed, acted and made the sets for the Institute's

dramatic productions. With so few men, women often played male roles. Raymond Hodges was director of the Drama Department. Students built sets and rehearsed in the basement of Dean Henry Hibbs' residence at 910 West Franklin Street; when the students were too loud, someone would pound on the dining room floor. Meg audited courses at RPI because visual difficulty had prevented her from earning a high school diploma. Nevertheless, she plunged eagerly into set design in the drama department and occasionally acted.

The war ended and Jim Conner '49BS/H&S was among the returning veterans. A tall and intellectually intense student of psychology, he stirred up his female bridge partners with debates in philosophy, psychology and the meaning of life. Because Meg didn't play bridge, she didn't take part in the debates. But her dorm mates in the Founder's Hall ("3rd East"—the third floor of the annex) were coming home bleary-eyed from the card games and they blamed it on Jim Conner. So when Meg ran into Jim on the stairs of the administration building, she had him pegged. "So you're the one keeping my friends up late with philosophical debate," she said.

Their romance certainly didn't grow with a scent of roses. They developed a friendship, meeting with each other after Jim's shift as a dishwasher in the dining room. He worked for 65 cents an hour, the highest pay on campus. "He was pretty fragrant," Meg says. The dining room was conveniently located—for the women who lived in the dorms above—in the basement of Founder's Hall. Their relationship grew as they studied together. Jim read course work to Meg, and she was his guinea pig, taking I.Q. tests he needed to practice. "I came out one point ahead of him on the IQ test," Meg recalls, "but he held my hand throughout it, so it probably was unscientific!"

As the year went on they became serious, and in August 1948, they married in Norfolk, then returned to Richmond to finish school. Meg remembers her first year of marriage as "skinny" financially but they relished it all. Their bicycles took them wherever they wanted to go. They lived in an apartment in a sagging 100-year-old house near Monroe Park, with wood stoves, a real icebox—the kind you put blocks

of ice in to keep the food cold. They paid \$25 monthly to their landlady, "Granny." Meg worked at Thalhimers on Broad Street and walked to work.

Jim studied psychology under Dr. Curt Bondy, whom he describes as having a "monumental mind." Jim says Bondy's "bull-dog face" didn't succeed in hiding a kind and warm heart which had survived the cruelty of internment in a concentration

camp. When Jim yawned too much in class, the Freudian Bondy took him aside. "I want to tell you," he said earnestly in heavily accented German, "you only have so much libido! You must balance it."

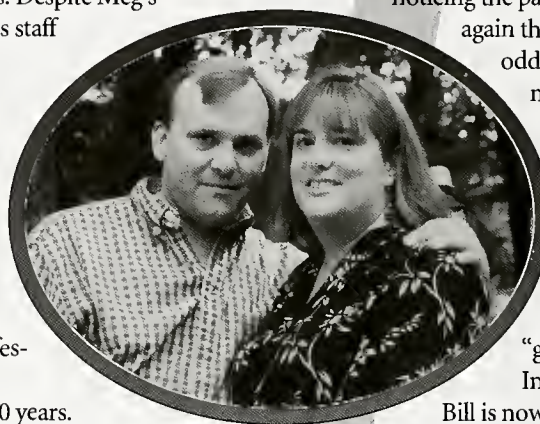




Jim's fatigue was likely due as much to his course load as to his marital duties. He felt old to be in school and doubled up on his courses in a race to finish; he graduated at age 24. At the same time, he was helping Meg with her schooling. Meg passed her GED exam, then earned her BFA in Drama from RPI.

Through the years, Jim and Meg Conner taught and mentored students at all levels, from elementary to college, throughout the midwest and the eastern seaboard. They have both contributed to the national best-selling *Chicken Soup for the Soul* series. Jim has had a varied career including President of Wheelock College in Boston, MA, and master speech writer for the Governor of North Carolina. Meg runs her own public relations company and recently published the third edition of her sourcebook, *Career Mentoring Works!* The couple recently donated a Shakespeare collection to Cabell Library.

At home in Raleigh, NC, 50 years later, the two remember RPI as a place that supported their aspirations. Despite Meg's visual challenges, she found that the Institute's staff and her friends helped her earn a bachelor's degree, something she never would have thought possible. Jim continued his education, receiving a doctorate in education from the University of Maryland. To congratulate him for earning his Ed.D., Meg gave him a Life Membership to the VCU Alumni Association. Jim's opportunity to study under "such extraordinary minds," as RPI's Dr. Bondy, Dr. Miles Woods and speech professor Ms. Phillips remains in his memory . . . along with meeting and courting his wife of 50 years.



## Punk Rock Artists

It took **Lori Blackmon Humm '84BA/H&S** and **Bill Humm '83BFA** a long time to realize they were meant for each other. In the meantime, they expressed their friendship with exchanges of tasteful gifts: the dead fish nailed to the dormitory door, the "Lips" t-shirt encased in chicken wire.

"He was an unusual person," says Lori, "and I was an unusual person." They met, however, in conventional circumstances, in the "Freshman Living Program," a year-long residence program in Johnson Hall. During their stint in the dorm, Lori, Bill and several other students became close friends. Bill describes the group: "We were known for doing things against the rules." Throwing water balloons from the windows at the Mr. Softee truck was a prank they enjoyed. The fish gift? When their dorm group did "Secret Santa" one year, Lori traded to get Bill's name. She knew that he would "get it" when she gave him the fish. He did. True to his artistic nature, the sculpture major drew the fish. The "Lips" t-shirt enshrined in chicken wire and hung on a wall, a tribute to Lori's nickname, didn't go over as well. "She took it wrong," Bill confesses with a chuckle.

Beyond bizarre gifts, they shared an affinity for punk rock, going to dance bars like Kaos 2000, Benny's, Stuffy's Upstairs and the Cha Cha Palace. Their favorite local bands included Beex, the Heretics, the Orthotonics, Death Piggy, Good Guys, Yeast Men, the Rage and Susie Saxon. As program director of

the campus radio station WVCW, Lori dedicated "obscure songs" to Bill. They constantly experimented in the arts: "There was always a film being made, tape recordings of experimental music—lots of equipment running," says Bill. Lori adds, "We were known for having unique parties that frightened others away." At the now-legendary Texas-Wisconsin Border bar, their friendship thrived in the tight-knit arts community.

After graduation, Bill married someone else and moved from Richmond. Lori also moved away. They returned to Richmond—Bill, to take a new job, and Lori, to enter VCU's Public Policy Ph.D. program. After Bill's divorce, the two reunited when a college friend began hosting regular dinners. They found themselves talking for hours and hours; "it was like picking up where we left off," says Bill. There wasn't one "magic moment"—there were many. They would find themselves up at four o'clock in the morning, talking without even noticing the passage of time. They shared

again their love of "oddball movies, oddball music," Bill explains, with no gap. And the interest in electronic equipment continued as well. Bill says he knew Lori was "a keeper" when she proved to have a knowledge of electronics that matched—or surpassed—his own. Bill fondly calls it their "geek side."

In 1998, Bill and Lori married.

Bill is now a partner in the multimedia company Prismatec, which produces education software and museum exhibits for clients including the Library of Virginia, Virginia Historical Society, Library of Congress and the National Museum of Jewish American History. Lori teaches Introduction to Information Systems at the School of Business, and is due to finish her Ph.D. from the Center for Public Policy in May 2000. They continue to share a love of the offbeat, says Lori, "wacky things and long drives to explore quirky sides of the state."

## Always in the Background

**Kevin '83BS/B** and **Gail Coles Johnson '86BS/B** didn't meet at VCU, and yet they were around each other much more than they realized. The official introduction actually took place at Hogate's Restaurant in Washington, DC. An informal alumni gathering had come together, and they both happened to be there. "We met during happy hour," says Kevin, and it turned out to be a happy hour indeed. After the evening was over, Kevin offered Gail a ride to her home in Silver Spring, MD, and she accepted. What she found out later prompted her to reciprocate with a home-cooked meal: Kevin lived far away in Alexandria, VA.

As it turned out, they had known just about everyone during their college years except each other. Kevin was in Phi Beta Sigma fraternity, Gail belonged to Alpha Kappa Alpha sorority, and the two groups shared many activities. The orga-



nizations supported one another's pledges each year, raised money through cabarets (semi-formal balls), and competed in the annual Greek stepshow in the Franklin Street gymnasium. Gail and Kevin both worked with Dr. Earl Wheatfall in the Office of Special Services, now called Academic Affairs. Along



with their friends, the two spent time in off-campus hang-outs like Lum's Restaurant, Burger King, Aunt Sarah's on Broad Street. They were both business majors, although they graduated from different classes.

Photographs from their VCU days show that Kevin took photos with Gail in the background, and Kevin shows up

in Gail's pictures from the stepshows. They had so many friends in common that their wedding in 1993 was a scene of some merry confusion. "It was hilarious," said Gail. "Our friends didn't know which side to sit on, the groom's side or the bride's side."

Their relationship with VCU remains warm. "We've been at every reunion," says Gail. They are active in the African-American Alumni Council and in School of Business activities. Beginning in 1988, Kevin became very active in School of Business efforts to build an Alumni Board of Directors where he served for four years. His participation on the Board led to his graduation from the Executive Potential Program in 1996 (sponsored by his employer); and he was featured on the School of Business Alumni Wall of Fame.

Kevin and Gail now live in Somerville, NJ, where they moved after a double promotion, Kevin with the IRS and Gail with AT&T. The couple has three sons: Cameron, age one; Christopher, two; and Kevin, three. Of the University and romance, Kevin says, "Even though Gail and I didn't know each other at VCU, the fact that we participated in the same activities and had the same friends makes VCU a place of fond memories."

## Next Door Neighbors

"She came 10,000 miles to be the proverbial girl next door." That's how John Campbell '87BS '89MS/MC describes his meeting with his wife Evelyn '87MS/MC. It certainly wasn't in Evelyn's plans. She was at VCU to get her master's degree in Mass Communications and then she was going back home to work—to Malaysia. John also studied in the same program at the time.

Evelyn and three women shared an apartment at Colonial/Tree House graduate housing in Richmond. One of Evelyn's

roommates thought it would be a good idea to get to know their neighbors, since they expected to be around for a couple of years. So she invited the boys—John and his roommates—over for dinner, and they went to a play at the Shafer Court Playhouse. The next day, John and Evelyn attended Mass at Sacred Heart.

For a long time, Evelyn and John were good buddies. They attended Mass together, went to Friendly's on Brook Road for ice-cream—"lots of that," Evelyn remembers. Their mutual love of Irish music made them regulars at Penny Lane Pub, although neither of them drink alcohol. John's mother invited Evelyn to spend her first Thanksgiving with the family in New Jersey. But still, Evelyn and John were just friends. When Christmas came around, Evelyn went to stay with an aunt in Canada, and John stayed with his family. The "magic moment" happened when they were apart. They missed each other more than they expected. That January, their relationship deepened, and their outings became dates.

Despite the fact that they both came from larger cities, they found plenty of interesting things to do together. "For someone from across the world," says Evelyn, "it was all new and exciting." John agrees, "We did the touristy things," he remembers tours of the Valentine Museum and historical houses. "Richmond is the first American city I could say I loved," Evelyn says. "People are so friendly, and there's so much history. It's got its own character."

Perhaps the ease of Richmond was reflected in the ease of their relationship. "Nothing was forced," John says. "We didn't plan or hope that the relationship would be something more, no issues were pushed." Evelyn agrees,



"He just grew on me," she says. John adds, laughing, "Like a fungus!" But the pressure-free realm of friendship, plus shared values and interests led to marriage in 1988, and the strength to overcome scheduling challenges. In 1995, the couple was living in Smithfield, John commuted to his teaching position at VCU, and Evelyn, who worked in Norfolk, attended a weekend program to earn her Master's in Library Science at Catholic University in Washington, DC. They were parents of a young child at that point and while Mom went to school, daughter Sarah and Dad visited "every museum in DC," Evelyn declares.

They returned to Richmond in 1997. Evelyn, now a law librarian, keeps ties with the staff of the VCU library, where she had her first job in the United States. "We have very good feelings about our VCU experience," says Evelyn, "academically and personally."

*Jean Huets is a graphic artist, writer and editor in Richmond.*



# ALUMNET

\*Member of the VCU Alumni Association

## 1950s

**Tedd Blevins '59BFA** is an art and art history professor at Virginia Interment College in Bristol, VA. He is an artist specializing in oil paintings of close-up views of nature. His creations of plants, fallen trees, leaves, mushrooms and other natural objects have been exhibited at the High Museum in Atlanta, GA, and the Adams and Davidson Gallery in Washington, DC.

\***George Mathews '58BS/B '60MS/AH** works in the Compliance Office of Covenant Health Integrity. He lives in Knoxville, TN.

**Carole (Edwards) Morck '59C/A** is public relations chairman for the Virginia Society of the Daughters of the American Revolution. She's a member of the Chancellor Wythe Chapter of DAR, and she and her husband John live in Richmond.

\***Robert Rogers '50BS/E** is president of H & R East-West, Inc., a company that exports American-made products to the Far East. Robert and his wife Hideko live in Oceanside, CA.

## 1960s

**D. John Armstrong '66BFA** is the public affairs manager for U. S. Steel Group. He joined USX after 17 years with Westinghouse Electric Corporation.

**Sonny Bowyer '68BFA** is the owner of Bowyer Studio, Inc. He photographs products for companies and advertising agencies. He also teaches a studio photography course at VCU. He lives in Richmond.

**Charles Fincham Jr. '66BS/B** is a certified fraud examiner and auditor with First Health Services Corporation. He lives in Marietta, GA.

**Frederic David Fraley '68MSW** is the director of Social Services in Danville, VA. He is a past president of the Virginia Council on Social Welfare.

\***Oma Rebecca Hawkins '63BS/B** is the president of Columbia State Community College in Columbia, TN. She earned a MEd from Virginia Polytechnic Institute and State University and a PhD in Education from the University of Maryland.

**Nancie (Butler) Lightner '67BS '89MEd/E** is the principal of Warren County High School in the Shenandoah Valley. She earned a doctorate in education administration and supervision from the University of Virginia.

**Thomas Peters '69AS/En '78BS/A** is a computer-aided design consultant with Interior Planners. He is also a state certified professional interior designer. Thomas has two children and lives in Richmond.

## 1970s

*Steve Reed '77BS/MC writes with a correction and an update. Since our spring issue, he (not she—our typo) has been promoted from senior copywriter to creative supervisor/copy at Brierly & Partners in Los Angeles, where he lives.*

**Steven Barth '73BA/H&S** is the director of trade shows and conferences with the FCW Government Technology Group. He lives in McLean, VA.

**James Baynton '77BA/H&S** is the sales and marketing director for Collins & Company, Inc. He lives in Roanoke, VA.

**Marie (Attilis) Bennett '70BS '75MEd/E** is vice president of regulatory compliance for Computer Learning Centers, Inc. Marie, her husband Bill and daughter Christine live in Rockville, MD.

**Lynne (Nickerson) Bjarnesen '75MSW** is arts program coordinator for the Danville Museum of Fine Arts and History. Lynne is also a pastel artist. She lives in Danville, VA.

**Dennis Blackburn '73BFA** is "trying to reconnect with old friends." He lives in Los Angeles.

**Nancy (Fulton) Burks '75BM** is the supervisor of special markets in the customer service department of Whitehall-Robins. She lives in Richmond.

**Ann Chenoweth '74BFA '80MFA/A** is a faculty member of the Virginia Museum of Fine Arts' Adult Studio Art Program. She lives in Saint Stephens Church, VA.

**Robert Clark II '74BS/B** is a Certified Public Accountant with Homes, Lowry, Horn, & Johnson, Ltd. He lives in Vienna, VA.

**Phyllis Cothran '71BS/B** chairs the Board of Youth Matters. She is married to Arnold Stolberg, VCU professor of psychology, and has two stepchildren, Josh and Alex. They live in Richmond.

**Theresa Daus-Weber '76BSW** is a technical editor with AGEISS Environmental. The USA Track & Field Association chose Theresa to manage the U.S. Women's 100K team. Her experience as a member of four U.S. 100K teams prepared her to train six women for the 100K World Challenge in Chavagnes-en-Pailillers, France, held on May 15, 1999. She lives in Littleton, CO.

**Suzette (Poupore) Denslow '79BS/H&S** is executive director of the Tennessee Municipal League. Before joining the TML, she was deputy director of the Virginia Municipal League. Suzette lives in Nashville and would "love to hear from old friends or Nashville alumni."

**Sue (Slate) Donaldson '71BS '75MEd/E** is the student support officer at Lancaster High School. Sue and her husband Roger live in White Stone, VA. Their daughter, **Tara Slate Donaldson '97BS/MC**, works for *The Richmond Times-Dispatch*. Their son is currently a VCU undergraduate.

**Nancy Coggeshall Everett '75MEd/B** is the chief investment officer for the Virginia Retirement System's \$29 billion pension fund for state employees. Nancy became a financial analyst after joining the VRS 20 years ago. Nancy and her husband **Robin Blandford '83MBA** live in Richmond.

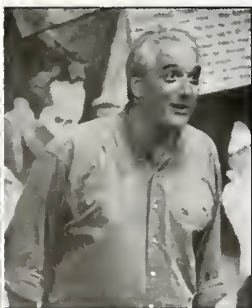
**Catherine Marlow (Cole) Gogel '74BFA** is a program manager for the design and construction of military family housing and support facilities with the U.S. Air Force at Headquarters Air Combat Command, Langley Air Force Base. She has four children and lives in Virginia Beach.

**Susan Gaynelle Goodwin '76BFA** is vice president of knitwear manufacturing for the Dana Buchman division of Liz Claiborne, Inc. She lives in New York City.

**Earl Gordan '75BFA** is a multimedia artist and lives in Charlottesville, VA.

**Dianna (Carpenter) Gordon '73BS/E** is the principal at Cunningham School in Louisa, VA. Dianna, her husband R. Bryan and their sons, Preston and Patrick, live in Goochland, VA.

**Joanne Greathouse '78MEd** was appointed CEO of the Joint Review Committee on Education in



In "Crimes Against Nature," author **Chris Kilmartin '88PhD/H&S** points out the absurdities and contradictions of masculine demands in this event sponsored by the Department of Psychology. Proceeds from his performance helped support the recently launched Urban Psychology Initiative.



**Charlene Motley '85BS/H&S** and **Doris Queen** are happy to see each other at the African-American Alumni Council 10th Anniversary Dance.



Judging by Ann Heller's delight, **Dr. R. H. Langley-Wood '49BS/H&S** must have some good stories to go with the pictures in his 1949 Wigwam.



**Kappa Alpha Psi**, who co-sponsored the Reunion Weekend cruise on the Annabel Lee, display their unity at the Council's Anniversary Dance.

# REUNION WEEKEND





**Hats off!** May 15 was graduation day for nearly 4,000 VCU students: 20 associate's degrees; 2,076 baccalaureate degrees; 1,277 master's; 99 doctorates; 329 first professional degrees; and 172 Post-Baccalaureate Certificates. The MCV and VCU Alumni Associations along with Student Alumni Ambassadors hosted 400 at their annual Commencement Breakfast for graduates and their families. Congratulations to our newest alumni.

Radiologic Technology. Before joining JRCERT, she was chairman and associate professor of radiation sciences at VCU's MCV Campus.

**Catherine (Goldstein) Harbert '78BFA** is president of N-Shape Workout Wear, Inc.

Cathy started her home-based clothing business thirteen years ago with two bathing suits and four leotards. Today, she still only has a 30-second commute to work in her basement factory where she produces over 80 styles of custom-fitted suits and 65 styles of exercise wear. Before starting her own business, Cathy was a designer for Smart Alex and for deLanthe Creations.

The Richmond Racers swim team wears her suits in competition; and VCU's Women's Volleyball team and many of the Mrs. Virginia International Pageant contestants wear Cathy's workout garments.

Cathy, her husband **Douglas Harbert '75BS/H&S '79MS(RC)/AH** and their daughter Kelsey live in Richmond.

**Ava Harper '78BS/H&S** is a legal unit manager with Provident Financial. She lives in Castro Valley, CA.

**Douglas Higgins III '74BFA '88MFA/A** is a professor at the Ringling School of Art and Design. He and his wife Katherine live in Sarasota, FL.

**Adele Johnson-Crawley '75BS/H&S** was appointed to the Board of Visitors of Virginia State University. She is the president of the Virginia Regional Minority Supplier Development Council. She lives in Richmond.

**Patrick Kelly '72BS/E** is the chair and CEO of PSS/World Medical, Inc. He lives in Jacksonville, FL.

**Mary-Ellen (Alexander) Kendall '76BA/H&S** is financial programs manager with the Department of Environmental Quality. She is also an adjunct faculty member for the University of Richmond where she received the Distinguished Faculty Award in 1998. A student says Mary-Ellen is an "excellent teacher—always prepared to the max."

Mary-Ellen is founder and co-chair of the Goochland County Citizens Enterprise, editor of *Environmental Law News* and secretary of the Environmental Law Section of the Virginia State Bar. She and her husband live in Gum Spring, VA.

**Robert Lunsford '73BFA** is a staff artist for The Roanoke Times, where he has worked since 1977. He lives in Roanoke, VA.

**Glenn Maul '79BS/B** is director of organization development with United Stationers Supply Company. He lives in Naperville, IL.

**John Roger Tyler Moore '73BA/H&S** married Joan Carol Eddleton on May 16, 1999. The couple lives in Ashland, VA.

**Charlotte (Loughridge) Morgan '78MED '91MFA/H&S** is an English professor at Dabney Lancaster Community College. Her first novel, *One August Day*, was published by Van Neste Books.

Charlotte's husband **John Morgan '91MFA** is a studio instructor with the Virginia Museum of Fine Arts, and they live in Goshen, VA.

**Thomas Mountcastle '75AS '81BS/B** is president of Halifax Technology Services Company. He was elected president of the Virginia Home for Boys' Board of Governors in April, 1999. He is also a past president of VCU's School of Business Alumni Association.

**Edward Mulligan '78M(RC)/AH** is a counselor in private practice. In December 1988, the American Psychotherapy Association declared Edward a certified diplomate

in psychotherapy. He and his wife Helen live in Fort Belvoir, VA.

**Van "Buddy" Peace '76BS/B** is a product development engineer with Philip Morris Co., Inc. He lives in Richmond.

**David Persic '78MBA** is the executive director of White & Raub. He and his wife Deborah live in Fishers, IN.

**Eulah (Stuart) Price '78BSW** works for Radford University. She lives in Roanoke, VA.

**Sharon Michelle Reaves '77BFA** is general manager of Filene's Basement. She lives in Upper Marlboro, MD.

**Sandra (Trott) Riddell '75BS '79MED/E** is an information services specialist with Henrico County Public Schools and one of the 17 members of the Nickelodeon Educator Panel, which advises the cable network on connecting their programming with education. She also writes lesson plans for Nick News. Media One chose Sandra as their national role model on cable in the classroom in the company's Annual Report for 1999.

Sandra's husband **A. "Doug" Riddell '73BS/MC** is a locomotive engineer with Amtrak. He has just published his first book, *From the Cab: Stories from a Locomotive Engineer*, a collection of autobiographical stories and anecdotes from his career. Doug writes a



The African-American Alumni Council presented Vice Provost Dr. Grace Harris '60MSW with a plaque to honor her 32 years at the University.

**Peggy Curry Worsham '49BFA, John Moore '73BA/H&S, and his mother Martha Moore '37BS/H&S** share memories in the Jefferson Hotel rotunda.

Fun for the Whole Family. A clown painted faces at the African-American Alumni Council Family Picnic.

The Department of Accounting reunited at the Alumni Executive Center in the School of Business Building.

**Darren Davis '95BS/B, Jackie Tunstall Bynum '82BS/H&S, and Eleanor Foddrell '82BS/B** enjoy the Council cruise on board the Annabel Lee.



monthly column for Pentrex Publishing's *Rail News* also called "From the Cab." He is a quarterly contributor to Pentrex's other publication, *Vintage Rails*.

The Riddells have one child, Ryan Everett. They live in Mechanicsville, VA.

**Bernard Riley '74MM** is the organist for Saint Alban's Anglican Catholic Church and the assistant organist for Saint Mark's Episcopal Church. He is a pianist and harpsichordist with the Suffolk Trio and the director of the Palestrina Singers. He lives in Richmond where he is a well-known musician and teacher.

\***Vickie Jo (Holloway) Rogers '78BS '81MBA/B** is an academic advisor with Anne Arundel Community College. She lives in Laurel, MD.

**Cathy (Gilbert) Saunders '78BFA** earned the Accredited Buyer Representative designation from the National Real Estate BUYER'S Agent Council and the Distinguished Achiever Award from the Richmond Association of Realtors. She lives in Richmond.

**Carol (Ridinger) Scott '77BS/B '88MEd** is an English teacher with Hillsborough County Schools. She and her husband **Elbert Scott '58BS/P** live in Tampa, FL.

**Sharon Smith '78BS/E '83MBA** is the chief operating officer of Interim Personnel of Richmond, where she lives.

**Douglas Stone '73BFA** is president of the United Auto Workers Local Chapter 842 in Hagerstown, MD. Doug, his wife Stephanie and sons David, 8, and Ben, 6, live in Funkstown, MD.

**Linda Cannon Sullivan '77BS/E** is a special education teacher with Amherst County Schools. She and her husband **Gene Sullivan '72BS '78MS/B** live in Forest, VA.

**R. Stephen Thomas III '74BS/B** is a managing partner with EastCoast Entertainment, Inc. He lives in Atlanta, GA.

**David Tyree '78BME** is an ordained deacon in the United Methodist Church and the business administrator of the West End United Methodist Church of Nashville.

**Debra (Russell) Tyree '77BME** is the music editor for the Abingdon Press of the United Methodist Publishing House. They adopted a son, Jonathan Philip Tyree, in July 1997. The Tyrees live in Nashville.

**Tom Vines '79BS/B** is vice president of human resources with CIGNA Systems. He is president of the National Association of African Americans in Human Resources. Tom is so confident about the NAAHR's potential that he has taken a one-year leave of absence from his position at CIGNA to tend full-time to the group's activities. Tom hopes the organization will supply "diversity in human resources." He lives in Washington, DC.

**Paula Powers Warren '77MSW** is a teacher at Stuart Hall School. She lives in Montpelier, VA.

**Edith (Green) White '79BS '83MS/MC** is vice president of programs with the Greater Richmond Chapter of the American Red Cross. Edith, her husband Anthony and their two children live in Richmond.

**Charles Williams '74BS '80MBA/B** is vice president of

Trauler Property & Casualty. He lives in Spring, TX.

**Kenneth Willis '73BFA** is executive director of the Richmond Peace Education Center. He is also a candidate for ordained ministry in the United Methodist Church. Ken is working on a Master of Divinity at Virginia Union University's School of Theology. Ken created "Crucifixion Nails," an art exhibition of life-size crosses to encourage people to think about Jesus Christ's sacrifice. His work was displayed in the Tobacco Gallery of the Shockoe Bottom Arts Center.

Ken and his wife Linda live in Glen Allen, VA, with their children Heath, Brandon and Sarah.

**Thomas Wilson '72BS/B** is director of reporting and budgeting with Brown and Williamson Tobacco Corporation of Louisville, KY. He lives in Prospect, KY.

**Catherine Young '76BFA** owns The Young Company Real Estate. She is a licensed realtor in both Virginia and West Virginia. Catherine is president of the Potomac Highland Board of Realtors and a member of the Blue Ridge Association. She lives in Gore, VA.

## 1980s

**M. Jeffrey Abernathy '87MA/H&S** is an associate professor of English at Illinois College. He lives in Springfield, IL.

**Nancy (Witt) Adams '85MSW** is an organization development consultant with Philip Morris USA. She and her husband **James Adams '78BS/E** live in Midlothian, VA.

**Robert Andrews '89BS/MC** is an office automation specialist with Illinois Central Management Services in the Internet Support Department. He earned a MFA in Communication from the University of Illinois at Springfield. He and his wife Rashonda have two children, Adrian and Avery. They live in Springfield, IL.

**Paul Babcock '82MS(RC)/AH** is the executive director of the Association for Retarded Citizens, Inc. of the Peninsula. Paul, his wife Susan Morgan, and their two children live in Gloucester Point, VA.

**Lydia Barrett '87BS/MC** is vice president of marketing with CHA Relocation Management, Inc. She lives in Oakland, CA.

**Beverly Beck '85MBA** is the executive director of the Capital Area Agency on Aging. She lives in Richmond.

**Frank Becker '87BS/E** married Elizabeth Merrill Wallace on June 6, 1998. He is the director of lower school technology at Collegiate School in Richmond, where the couple lives.

**James Bonevac '84BS '86MA/B** is vice president of Wholesale Targeted

Marketing with First Union National Bank. He lives in Charlotte, NC.

\***Scott Bowling '88BS/H&S** is president and chief executive officer of the Exceptional Children's Foundation, an agency that provides services to children and adults with mental retardation and other developmental disabilities. He lives in Glendale, CA.

**Sally (Lamb) Bowring '83MFA/A** resigned as executive director of the 1708 Gallery, citing painting and family as her priorities. She is now Richmond's public-art coordinator and teaches painting and art foundation at VCU. The Richmond Women's Caucus for the Arts honored Sally as the 1999 Artist of the Year. She has two children, Leah Lamb and Pierre Bowring. Sally lives with her husband and son in Richmond.

**Richard "Larry" Bradley '81BFA** works in computer graphics and printing for Craftsman Press. His wife Krista is a consultant to performing arts companies. They live in Washington, DC.

**Rita Bradley-Sadler '81BFA** is an audio engineer and editor with In Touch Ministries. She and her son, Bradley, 12, live in Norcross, GA.

**Steven Brinlee '87BS/MC** is a senior copywriter with McCann-Erickson New York where L'Oreal is his primary account. He lives in New York City.

**Wade Broughman '82BS/B** is executive vice president/chief financial officer for Northwest Covenant Medical Center and its affiliate organizations. He and his wife have two children and live in Randolph, NJ.

**S. Bradley Burke '87BS/B** is managing director of Parata. He lives in Midlothian, VA.

**Timothy Canan '89MURP/H&S** is a senior planner with Loudoun County, VA. He lives in Fairfax, VA.

**John Michael Carter '84MBA** is executive vice president of human resources and corporate affairs for LandAmerica Financial Group, Inc. He lives in Richmond.

**William "Bill" Chapman '87BS/MC** and **Christopher Thurston '87BS/MC** merged their independent advertising firms to form Thurston Chapman and Associates in Richmond. Chris, the agency's CEO, specializes in direct marketing, in-store promotions, and catalog design. Bill, who is president and creative director, focuses on broadcast and print consumer advertising. The agency's regional and national clients include Time-Life, Movie Gallery, and Auto-Vantage.

**Michael Cline '86C/B** is a project leader with Hamilton Beach/Proctor-Silex, Inc. He lives in Richmond.

**Michael Compton '87BFA** is vice president of ReSaurus Co. Inc., an international toy company that has the rights to manufacture and distrib-



## NOW WE'RE COOKIN'

On the Student Commons plaza, Alumni Association members cooked hot dogs and served chicken fingers, poured soft drinks, and distributed "I Love VCU" buttons to 450 accepted students along with their families at the Admissions Office's annual Block Party. While treating more than 1,100 guests to lunch, alumni also talked with them about the advantages of attending VCU. Later in the afternoon, students and families attended academic session featuring the majors offered at the university.



ute action figures based on the recently released movies of *The Lost World: Jurassic Park* and *Godzilla*.

**Christina Lynn (Valenta) Day '86BS/B** is a database administrator with Hutton & Williams. Christina, her husband Gerald and children Crystal and Keith live in Prince George, VA.

**B. Wayne Deal '86C/B** is vice president and assistant general auditor of the Federal Reserve Bank of Richmond, where he lives.

**Marcus England '83BS/B** is a resource manager with SAIC. **Jacqueline (Jones) England '84BS/B** is a senior public affairs information specialist with the U.S. Office of the Comptroller of Currency. The couple has two children, Marcus Jr. and Candice. They live in Alexandria, VA.

**Trent Farr '89BS/MC** is vice president of creative services with Another Large Production. He lives in Los Angeles.

**Kelly (Jones) Fisk '85BS/MC** is a telemedicine technical manager with VCU. She lives in Richmond.

**Wesley Freed '88BFA** is a member of the band, Dirtball, and a freelance artist. His artistic abilities received national exposure through his compact disc cover design for the popular band, Cracker. He lives in Richmond.

**\*Susan Frey '82BFA** is a naturopath and environmental educator. She is the founder of Avalon Health and the author of *The Road to Avalon: Cultivating Spirituality in the Classroom*, a book that details optimum conditions for learning. Susan lives in Lunenburg, MA.

**Lynn Kessler Garnett '88MSW** is an admissions counselor for the University of Virginia's Darden School of Business. She lives in Charlottesville, VA.

**Kenneth Giles '89BS/B** is a developer with Capital One Financial and lives in Glen Allen, VA.

**Tami Gochenour '87BS/H&S** is a licensed massage therapist and owner of Living Well Massage Therapy. She lives in Crimora, VA.

**Kimberly (Moody) Golden '82MM** is an assistant professor of music and the coordinator of music education at Hampton University. She lives in State College, PA.

**Kenneth Gooch '82BS/B** is a state missions catalyst with Southern Baptist Conservatives of Virginia. He lives in Newport News, VA.

**Robert Gore '82MBA** is the manager of water and wastewater engineering with Michael Baker Jr., Inc. He lives in Glen Allen, VA.

**\*Harold Greenwald '82BM** is an admissions counselor in VCU's Graduate Admissions Office. He is engaged to Lisa Coker and lives in Chester, VA.

**Eric Griffin '88BA/H&S** is pastor of Saint Stephen United Church of Christ in Greensboro, NC, where he lives.



## MALL RAT EXEC

Andrea Mendes Weiss '76BFA

BY STEPHANIE SACCONI '84BS/MC

"I'm a mall rat," says Andrea Mendes Weiss, executive vice president and chief stores officer for The Limited, Inc., the nation's largest operator of mall-based stores. And she's not just being modest.

Although her impressive resume includes positions as president of Guess Jeans' retail division, senior vice president and director of store operations at Ann Taylor, and director of retail sales at Walt Disney, she claims that youthful hours spent hanging around Richmond's malls were as important as formal education. Years cruising, and later working in, mall shops gave Weiss a canny insight into that highly lucrative corner of Americana. They also gave her a top-to-bottom working knowledge of her territory that most executives never approach.

Growing up in Richmond, Weiss attended J. R. Tucker High School (and Willow Lawn Shopping Center) for only three years before leaving to earn a Bachelor of Fine Arts from VCU in 1976 and an MBA from Johns Hopkins University in 1985. She began honing her retail savvy early with stints at shops like Regency Square's Casual Corner and Tiffany's Bridal and Formal. By the time Limited came courting, her unerring instincts, drive and dedication were well known in the industry.

"I have 'store radar,'" explains Weiss, who spends about 40 weeks a year visiting Limited's nearly 5,500 stores, including Express, Limited, Victoria's Secret, Bath & Body Works and Structure. "I don't know if it is a skill or a gift, but it is always on when I enter a store. Can I easily understand the store's fashion message? Are the products, presentation, service and people within the store all engaged? When this happens, it is magical."

Weiss draws on her past for an understanding of today's mall scene. Young people, she says, still love to congregate in the mall to socialize and take in fashion trends just as she did. "Of course, the fashions have changed," she acknowledges. "But I am not sure they are any more extreme. In the late '60s and '70s, hippie fashion seemed as extreme as the board skater super wide jeans or tattoos of today. Since many of the hippies I knew are CEOs and entrepreneurs today, I don't worry that the kids in the extreme jeans are all headed for trouble. Fashion is a form of self-expression."

She is equally at ease with the people behind the counters. "I grew up in stores," Weiss reveals. "Store associates energize me. They generally know what is going on before executives. They keep me tuned in and I share their thoughts and ideas, as well as the customers', in company meetings." Weiss differs from many of her colleagues in her reliance on well-developed intuition, the store radar she reads so accurately. When she visits a store she likes to socialize with the associates and get to know the area. "Now when I see a mall or a city skyline in a movie, I can tell where it is. I've been there. I know what the customer looks like," she says. She bases much of her strategy on this intimate familiarity with her customers' culture, using market research and company numbers as validation.

But understanding the world of mall retail is only part of the picture. Weiss must then take that knowledge, communicate it to the people in the board room, and integrate it into a vision for the future. Through it all she keeps her eyes on her goal: to help the Limited's stores reach their full potential as brand vehicles. "Shopping as we know it is all about experiences," Weiss explains. "We live in a society where our basic needs are generally met and abundance is commonplace. We sell what people want, not what they need."

"We have the opportunity to re-invent the chain store," she continues. "I am very excited to be part of this." Part of that challenge lies in predicting technology's role in retail. E-commerce is knocking at the door in a big way; "Virtual mall rats may be next," Weiss notes. Teleconferencing, intranets and CD-ROMs already relay information between corporate offices and stores, and several Limited brands now have Internet sites, some with e-commerce capabilities.

Weiss worries about whether a web site can keep the brand's promise by delivering an experience that segues seamlessly into a customer's store visit. Some industry analysts predict that online shopping may actually bolster traditional shopping, as image-saturated surfers flock to stores where they can see and handle the merchandise. That scenario makes Weiss's insistence on a seamless total shopping experience even more important. "Smell, touch, sound and all our other senses need to be considered in satisfying the customer's need for a shopping experience," she emphasizes.

Has Weiss noted any other significant trends? "Yes, speed is the new commodity," Weiss lives the proof of that statement. With a high-pressure job, a killer schedule, and a looming techno-future, how does she cope? "I have learned to appreciate balance and seek it in every aspect of my life today," she says. Weiss streamlines her daily commute, packing as much as she can into her work week, in order to provide quality time on weekends with her husband of 18 years, Richard. She divides her weekends between a farm in Florida, where she gardens and raises thoroughbred horses, and a summer home in Nantucket. Energized by her work and her weekends, Weiss remains enthusiastic about her job and her field: "I love fashion, but I appreciate style."

And the future? "With 5,500 stores, my future seems very busy!" she exclaims. "But one day I'd love to teach the things I have learned about consumer behavior."

*Stephanie Saccone is director of communications at Virginia's Department of Information Technology and a website designer.*





## ALUMNI CHAPTER NEWS

**DC Alumni** met at the Sheraton in Alexandria May 20 for cocktails and conversation (*both photos left*). Contact: **Rick Faulkner '73BSW** (*top left*) w (202) 307-3106 x 138 or h (703) 684-7705

**New York Alumni** were rollin' on the rivah (the Hudson) August 27, with alumni from other Colonial Athletic Association schools, dancing and feasting aboard the Queen of Hearts. Contacts: **Michelle Andryshak '92BS/MC** (914) 651-6025; **Ozair Omarzai '87BPh/P** (732) 744-0534; **Eleanor Foddrell '82BS/B** (202) 338-7500; **Clint White '93BFA** white\_clint@hotmail.com

**Korean Alumni** (Seoul City Chapter?) boosted VCU to their compatriots at a Study USA recruitment fair this spring. VCU student Hyuk-Jun Kwon on far left. Contact: **Dr. Jun-Woo Kim '88MS/B** (*far right*) University of Incheon 82-2-642-2652



## VIRGINIA COMMONWEALTH UNIVERSITY



**Charles "Rusty" Hale '89BS/H&S** married **Amy Stevens '97BS/H&S** in April 1999. Charles works for Hanover County and Amy works for KBS, Inc. The couple lives in Harrisonburg, VA.

**Mark Hallett '83BA/H&S** is the director of International Student Services at Colorado State University. Mark, his wife Heather, and their children Graham and Drew live in Fort Collins, CO.

**D. Scott Harrison '83BS/H&S** earned a Master of Divinity from Southeastern Baptist Theological Seminary in 1987. He is executive director of the AIDS National Interfaith Network in Washington, DC, and lives in Arlington, VA.

**Joseph Hart '81BS/B** is a field sales analyst with R.J.R. Nabisco. He lives in Turnersville, NJ.

**John Hohl '81BS/H&S** is a naval commander aboard the aircraft carrier USS George Washington. He and his wife Alicia live in Chesapeake, VA.

**Mark Hopkins '83BS/MC** is a loan officer with Old Kent Mortgage Company. He lives in Annapolis, MD.

**William "Eddy" Houchins '80BFA** works for Walt Disney Television Animation. He has worked on several animated series including, "Hercules" and "Mickey Mouseworks." He directed the video feature, *Pirates of the Caribbean*. William, his wife Deborah Delano and son William Jr. live in North Hills, CA.

**Stephen Hunley '80BS/H&S** is principal deputy director of the Virginia Department of Housing and Community Development. He lives in Richmond.

**Deborah Hunley-Stukes '82BS/E** is principal of Hugo A. Owens Middle School and the host of the WCTV cable television show, "Growing Up in Chesapeake." She and her husband Charles Stukes live in Petersburg, VA.

**Terri Hylton '87BS/E** is a teacher at Atlee High School and a licensed sales associate with the Allstate Office of JP Payne and Associates. She lives in Ashland, VA.

**John Jacob '86BFA** received his PhD in Clothing and Textiles from Virginia Tech on May 26, 1999. He is an assistant professor at Washington State University in the Department of Apparel, Merchandising and Interior Design.

**Charles Lunsford Johnson '83BS/B** married Marian Elizabeth Rose on October 10, 1998. He is vice president and portfolio manager at Davenport Asset Management. They live in Richmond.

**Elizabeth (Porter) Johnson '80BA/H&S**, was a runner-up in the Mrs. Virginia International Pageant at the Roanoke (VA) Civic Center in June. During the pageant Elizabeth, whose degree is in political science, spoke for the Virginia Family Violence Hotline [1 (800) 838-8238]. She is a board member of the Laurel Shelter for abused women and children and continues the Hotline connection. She owns a real estate company in Deltaville, VA, where she lives with her husband Frank and sons Grayson, 4 and Cullen, 2.

**Lori (Elliott) Johnson '87MIS/NTS** and her husband David Johnson announce the birth of their daughter, Charlotte Elizabeth, on August 11, 1999. The family lives in Richmond.

**Donald Jones Jr. '81BA/H&S** is a customer service representative and warehouse manager with Mid-Atlantic Car Wash Technology. He left the U.S. Army in 1991 with the rank of captain. Donald, his wife Rhonda and sons Robert and Matthew live in Orange, VA.

**Karl Kelley '82BS '85MS '87PhD/H&S** is an associate professor and department chair of psychology at North Central College in Naperville, IL. He received the Dissinger Prize for faculty scholarship from the College in May, 1999. Karl wrote the textbook *Perspectives in Industrial/Organizational Psychology*. He and his wife **Jaineen (Jackson) Kelley '86MS/H&S** live in North Aurora, IL.

**Dan Kim '85BS/H&S** works for American Home Products and lives in Downingtown, PA.

**Dwayne King '84BS/H&S** is an associate counsel with RealNetworks, Inc. He lives in Seattle.

**Todd Kissick '88BS '91Med/E** is superintendent of Herndon Schools in Herndon, Kansas. **Leila (Haimes) Kissick '88BS/E** is the school nurse supervisor for 21 school districts in Northwest Kansas. The couple lives in Herndon.

**Larry Koppelman '81MSW** is a social worker with Hospice of Huntington and a clinical social worker with Comprehend Inc. He has a private practice in Ashland, KY, where he lives.

**Jonathan Kroehler '88C/B** is now a senior vice president for E-Business Strategy and Product Development at USA Group, where he develops products to improve the delivery of student loans for lenders, postsecondary schools, and parents and students. He led development of NetWizard™, the first Internet student loan delivery system.

**James Lanham III '86MED** earned a doctorate in educational administration from Virginia Tech on June 2, 1999. He is the principal and technology director at George W. Watkins Elementary School.

**Michael Locher '80BS/B** is the director of tax credit consulting services with Goodman & Company, L.L.P. The Richmond district office of the Small Business Administration honored Michael as the 1999 Accountant of the Year. He is a member of the Virginia Economic Developers Association.

**Brian MacDonald '89BA/H&S** is a graphics reporter with the *Los Angeles Times*. He and his wife Nancy live in Orange, CA.

**Lisa Malloy-Stephens '88BA/H&S** is president of the New Horizons College Club Board of Directors and a tax assessor. She and her husband Craig Stephens live in Plainfield, NJ.

**Michael McCabe '89BS/H&S** is a branch manager for the MASA Corporation. He lives in Lynchburg, VA.

**Michael John McDaniel '88BS/H&S** married Cheryl Carter

Kean on June 19, 1998. He is a senior network engineer with the Virginia Retirement System. He and his wife have two children, Kendahl Renea Kean and Dalton Sloane Kean. They live in Chester, VA.

**Carolyn (Tye) McGeorge '81BFA** is the creative director for Just Partners, a firm that counts Crestar Financial Corporation and Colonial Williamsburg among its clients. Carolyn, her husband Rick and their sons, Ellet and Wyatt, live in Richmond.

**Mary (Day) Miller '83BS/H&S** and her husband **Thomas Earl Miller III '83BM** live in Fredericktown, OH, where Mary is the pastor of the First Baptist Church.

**Dwayne Murphey '84BS/B** is a certified insurance counselor and a branch manager of Riedman Insurance. He is also the president of the Kiwanis Club of Ashland. Dwayne, his wife Janice and their two children live in Ashland, VA.

**Stephen Neese '82BS/H&S** is the executive vice president of sales and marketing at eFunds Corporation. He lives in Mission Viejo, CA.

**Wendy (Gilmont) Newman '82BFA** is a jewelry artisan specializing in the use of exotic stones within handmade settings. She is the owner of Gold Graphix, Inc., a jewelry design and manufacturing company. She lives in Newport News, VA.

**Jeffery Newton '80BS/H&S** retired from active Army duty in 1996. He is the jail administrator at the largest county jail in Maine. He lives in North Sebago, ME.

**Hung Nguyen '83BS/H&S** earned his master's degree in systems engineering from Virginia Tech in June 1999. He is a process engineer with Lucent Technologies. He and his wife Tiffany live in Westerville, VA.

**Richard Page '83BS/H&S** is a senior project manager with Crain & Associates. He is also the chairperson of the City of Santa Monica Landmarks Commission. Richard lives in Santa Monica, CA.

**Ernest Penn '87BS/B** is a teacher at Amherst County High School. He lives in Lynchburg, VA.



**John Perrine '85BGS/NTS** is the director of Cardiac Rehab. He lives in Scottsdale, AZ.

**Nora (Quan) Pettit '85BS/MC** was promoted to senior account executive with Laughlin, Marinaccio & Owens, where she will manage accounts for Virginia Railway Express, Bell Atlantic Federal and the Consumer Information Center.

Nora, her husband Glen and two children, Colin and Olivia, live in Fairfax, VA.

**Vasiliki Phillos '85BS/H&S** is a senior customer service representative with American Type Culture Collection. She lives in Frederick, MD.

**Stephan Pollard '83BS/B** is a data coordinator for the Office of Institutional Research at the University of Arkansas. He lives in Fayetteville, AR.

**Yvonne (Murphy) Porter '84BS/H&S** is an auditor with Lincoln Technical Institute, Inc. She and her husband Todd live in Irvington, NJ.

**Pamela (Stancell) Reid '88BS/H&S '90BS(OT)/AH** is an occupational therapist with Medshares, Inc. She lives in Chesterfield, VA.

**Jacquelyn (Kennedy) Ricks '85BSW** is a senior social worker with the Department of Social Services in Newport News, VA, where she lives.

**Barbara Baughan Robinson '80MEd** retired from a career in education as the guidance counselor at Hamilton-Holmes Elementary School. She lives in Brimington, VA.

**Jonathan Romeo '89MM** has been commissioned by the Richmond Ballet to write music for the fourth movement of choreographer Stoner Winslett's "Windows." Performances will be November 5-7 at the Carpenter Center, with the Richmond Symphony.

**\*Leo Ross '85MBA** is manager of production at Wyeth Ayers Laboratories and president of the Old Dominion Pharmaceutical Association. He and his wife Beverly live in Richmond.

**Jocelyn Senn '83BS/MC** is the owner of Presentation Resource Inc., a digital printing and graphic arts company. She lives in Richmond.

**Ramona (Sponseller) Settle '86BS/H&S** married Kyle Settle on June 27, 1998. She is co-owner of Carl's in Fredericksburg, VA. The couple lives in Stafford, VA.

**Elsie (Rose) Shank '80BS/B** is a partner with Rose, Sanderson, and Creasy. She is also the first woman to be president of the Virginia Society of Certified Public Accountants. She and her husband Lyall live in Ashland, VA.

**Dianne (Shaver) Shaunessy '86BME** is an administrative assistant with Applied Fluid Power, Inc. She lives in Richmond.

**Lynnette (Hatcher) Shorts '87BS/H&S** is a molecular biologist at the University of Maryland. She and her husband **Stefon Shorts '92BS/H&S** live in Silver Spring, MD.

**Eric Slater '83BS/MC** is a project manager with Uniscribe Professional Services. He received his JD degree from New York Law School in June, 1998. Eric and his wife Jessica have one daughter, Caitlin, born on January 6, 1998. They live in Scarsdale, NY.

**\*Frank Smeeke '88BS '88BS/H&S** is an attending physician with Mountain Emergency Physicians in Morganton, NC, where he lives with his wife Teresa and children, Jessica and Chase.

**\*Taylor Smith '87BA/H&S** is a trade marketing manager with United Distillers and Vinters NA. He lives in Miami.

**Jackie (Blake) Taylor '88BS/B** is manager of fruit and juice accounting with Tropicana North America. She and her husband celebrated the birth of their first child, Lucas Blake, on January 28, 1999. They live in Saint Petersburg, FL.

**Lillian Turner '84BS/H&S** married Ronald Leon Paige on June 6, 1998. She is a substance abuse counselor with Loudoun County Mental Health. The couple lives in Boyce, VA.

**Autumn Leigh Van Sice '89BFA** is a graphic designer with Ecology and Environment, Inc. She lives in Concord, NH.

**Jason and John Waltrip both '85BFA** are illustrators for the comic book *Tsunami Girl*. The brothers Waltrip have worked on many other comics including Faans, Bohos, Robotch II and The Sentinels. The pair invites fellow alums to view their work at [www.waltrips.hypermart.net](http://www.waltrips.hypermart.net).

**Dana Ward '81BS '86MBA/B** is president of GulfAtlantic Title. He lives in Orlando.

**Suzanne (Hawver) Wheatley '89BS/H&S '93MSW** is community and youth development coordinator for Alternatives, Inc. She and her husband Charles live in Norfolk, VA.

**Regina Williams '87MPA/B** is the first woman and the first African American city manager for Norfolk, VA, a city of 230,000 citizens and 4,000 employees. Some Norfolk City Council members comment that she's a city manager "who's as comfortable with people as she is with budgets."

**Sabrina Williams '80BA/H&S** is an energy program specialist with the Department of Public Works in Washington, DC, where she lives.

## 1990s

**Amanda (Koch) Barker '97MURP** is a criminal justice program analyst with Virginia's Department of Criminal Justice Services. She lives in Midlothian, VA.

**Daiva Bobelis '92MS '94PhD/H&S** is a clinical program specialist with Astva/Zeneca I.P. He lives in Berwyn, PA.

**Katherine (Wallace) Breakell '90BFA** is "hoping to hear from more people who graduated from the BFA fashion design program in 1990." Katherine and her husband James are the parents of two children, Courtney and JB. They live in Roanoke, VA.

**\*Melissa Brown '97BS/B** is engaged to Joel Stanley. She is a CPA with Southern States. They were planning a September 1999 wedding.

**Torson Kimberly Brown '93BS/H&S** earned a master's degree in guidance and counseling from Virginia State University in May 1999. She is "looking forward to a position as a high school guidance counselor." She lives in Richmond.

**Michael Burnes '96BS/H&S** is a consultant for Cendant International Assignment Services. He and his wife Nozomi Kugita live in Walnut Creek, CA. Michael writes, "California's nice, but I miss my friends, Bogart's in between Grove and Hanover Avenues, southern hospitality and Ukrop's deli iced tea."

**Brandy (Fournoy) Burnett '93BS/B** is an associate with Saunders,

Cary & Patterson. She lives in Glen Allen, VA.

**Marcella Burton '91BA/H&S** is the executive assistant to the commissioner of revenue in Norfolk, VA, where she lives.

**Melanie (Richardson) Carrico '91BFA** married Lee Shane Carrico on July 31, 1998. She is an assistant professor at Kent State University. The couple lives in Stow, OH.

**Helen (Ardman) Carter '91BS/B** is a consultant with PeopleSoft. She and her husband John Carter '84MBA live in Richmond.

**\*Linnie (Smith) Carter '92BS '98MS/MC** is community affairs coordinator for the Richmond Metropolitan Authority. She and her husband Kevin live in Richmond.

**Shirley Chandler '93PhD/E** is the director of the Rehabilitation Services Program at Thomas College. She lives in Thomasville, GA.

**David "Sung" Chung '95BA/H&S** is an attorney with Baker & Hostetler. He is also the executive secretary of the League of Korean Americans. He lives in Springfield, VA.

**Jannon (Higgins) Coley '95BS/E** earned a master's degree in Parks, Recreation and Tourism Manage-

## In Memory

### "So, what's the problem?"

**Dr. Howard McCoy Sr. '75BS/B '80MEd**, died of a heart attack on March 1, at 50. The fashion merchandising professor helped establish the School of Business' Minority CEO Dinner Program which brings executives to campus to meet students and open doors for future business leaders. The program will be renamed after McCoy, and the Marketing-Business Law Department has established a \$20,000 endowment for a scholarship in his honor.

McCoy always encouraged students to seek corporate mentors and to be aggressive in a search for internships. "He truly loved his students," says Christina Lindholm, chair of the Fashion Design and Merchandising Department. "He would never say 'I'm busy, come back later.' It was always 'Come in and tell me what the problem is.'"

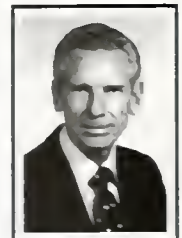
He founded McCoy & Associates, a business consulting firm, and recently earned his Ph.D. from Virginia Tech. He started teaching at VCU in 1988, and in 1994, he was named the Distinguished Professor of the School of Business.

### Life-Long Service

**Dr. Herbert Wills Oglesby's '92PhD/H&S** third career brought him to VCU, and he served the public in a variety of ways during his 78 years. The Tennessee native volunteered for military service in 1941 and was a pilot with the Army's 14th Air Force based in China where he flew 99 bombing missions. After the war, he served in the Air Force, attained the rank of colonel at 35, and earned two Distinguished Flying Crosses and other honors.

A medical administrator in the Virginia Department of Health for 18 years, Oglesby was a vocal advocate for Virginians without health insurance. "He always had a real concern for public welfare," says his daughter, Katherine Oglesby McCary. "Helping and saving people came from the war into the rest of his life—he put others before his personal concerns."

For the past ten years, Oglesby taught graduate courses at VCU in health administration, criminal justice, political science, and public administration. A life-long learner himself, Oglesby was 71 when he received his VCU doctorate in public administration after many years of night classes. "His students always came first," says Carrie Weedon of VCU's Department of Criminal Justice. "He poured himself out to help people—students, staff, faculty, everybody."





ment from North Carolina State University in December, 1998. She is a teacher and softball coach at Bluestone Middle School. Jannon, her husband Chad and daughter Mackenzie live in South Hill, VA.

**\*John "Bill" Crowder '98BGS/NTS** is a senior training consultant/manager with Trigon BlueCross BlueShield. He lives in Richmond.

**Steven Cullum '95BS/H&S** is a zoning inspector with the Hanover County Planning Department. He lives in Richmond.

**Charles Demm '92BA/H&S** earned a master's degree in Theology from Union Theological Seminary and Presbyterian School of Christian Education on May 30, 1999. He lives in Richmond.

**David Denton '97BS/B** married **Jennifer Fanucci '98MT** on December 19, 1998. He is an inventory manager for Carmax and she is a leasing consultant at Village Green of Schaumburg. The couple lives in Schaumburg, IL.

**Pat (Garrison) Dungan '95BFA** is assistant curator for the Courthouse Galleries of the Portsmouth Museums in Portsmouth, VA. She lives with

her family and "assorted animals" in a 100-year-old farmhouse in Suffolk, VA.

**Kimberly Eaton '96BS/MC** is a case manager with Hampton Social Services and lives in Hampton, VA.

**Anne Ernst '96BGS/NTS** is a graduate student in the Literacy and Language program at Purdue University. She received the Frederick N. Andrews Assistantship from the Purdue's School of Education.

**Karen (Holley) Faria '98BS/H&S** is an administrative assistant with MCV Physicians. She lives in Richmond.

**\*Kimberly Forde '97BS/MC** is an anchor and reporter with WBEN Radio. She lives in Buffalo, NY.

**Shannon Fowler '98BFA** married Michael Kiesel on October 17, 1998. She is an artist. The couple lives in northern California.

**Karen (Carr) Frank '94MFA** is programs director for the Craven Arts Council and Gallery in New Bern, NC, where she lives with her husband Anthony.

**Courtney Freeman '96BA/A** is engaged Michael Flynn. She is pursuing a master's degree in Arts

Administration. They plan an October 1999 wedding.

**Luke Funk '90BS/MC** is executive producer at WFXT in Boston, MA. He lives in Quincy, MA.

**James Gleason '95MM/A** is a music teacher and chorus director at Ann G. McGuinness School. He lives in Apalachin, NY.

**Tracie Marie Gorkiewicz '94BFA** is a special education teacher with Fredericksburg City Schools. She is engaged to be married to John Agee in May 2000. The couple lives in Fredericksburg, VA.

**Michael Grant '92BS/E** is a professional golfer and an assistant at Boonsboro Country Club. His wife **Erin Moldenhauer '93BFA** is an assistant manager with Eddie Bauer. They live in Bedford, VA.

**Robert Greene '91BS/B** is a manager of Arthur Andersen Business Consulting. He lives in Leesburg, VA.

**Juan Carlos Gutierrez '94BS/MC** is an art director for Young & Rubicam, New York Advertising. He lives in New York City.

**\*Marcus Hamaker '92BS/MC** married Susan McCormac on September 26, 1998. He is a post production editor for WBZ-TV in Boston, MA. They live in Medford, MA.

**Donwan Harrell '92BFA** is a fashion designer and owner of Akademiks, a jeans-wear company. VCU's fashion department chairwoman Christina Lindholm calls him "a hot young designer...and one of our most illustrious graduates." He lives in New York City.

**\*Edith Rebecca Harrell '91BS/B** married Mark Blackwell '99MBA in October 1996. The couple celebrated the birth of their first child, MacLean Binford, on January 23, 1998. Rebecca is a sales manager with First Union where she has worked for six years. Mark works in the IT division of Capital One. They live in Richmond.

**Mark Harris '92BS/B** is an allocation specialist with First Data Corporation. He lives in Richmond.

**Rodney Hathaway '96BS/H&S** is a regional planner with the Middle Peninsula Planning District Commission. He earned a master's degree in urban studies from Old Dominion University in December 1998. He lives in Quinton, VA.

**\*Aimee Hay '96BFA** graduated from the Washington College of Law at American University in May 1999. She lives in Washington, DC.

**Sheryl (Miller) Hosey '92BFA/A '97MA/H&S** is the editorial services administrator with Meniscus Limited. She lives in Perkiomenville, PA.

**\*Kausar Jalal '96BFA** is a design associate with Anna Kenedi Design, Inc. She and her husband Umar Khan live in Novi, MI.

**Jarl Jackson '94BGS/NTS** is working on a master's degree in

history from the University of West Florida at Pensacola. He plans to return to Virginia after graduation and pursue a career in public history. He lives in Pensacola, FL.

**Brittany (Drewes) Jensen '98BS/MC** is an account executive with Sterling Hager, Inc. She lives in Brighton, MA.

**Joanne Jensen '96BA '98MA/H&S** is an assistant director of Undergraduate Admissions at VCU. She lives in Richmond.

**Rendell Jones '94BS/B** is a budget analyst with the U.S. Department of Justice. He lives in Silver Spring, MD.

**Anne (West) Keeler '98MEd** is a pediatric nutrition specialist at MCV. She lives in Richmond.

**Janet (Brown) Kehoe '96BS/E** is the web academy coordinator with Cumberland County Schools. Janet, her husband Henry and their children, Erin and Dennis, live in Hope Mills, NC.

**Margaret Klayton-Mi '94PhD/B** is an associate professor of business administration at Mary Washington College. She lives in Fredericksburg, VA.

**Christine Kohut '91BS/B** is an analyst for Parata. She lives in Richmond.

**Christopher Lavender '98BS/B** is a marketing assistant with AMF Bowling, Inc. He lives in Richmond.

**Karin Lee '95BS/H&S** is a family medicine resident with Saint Marks Family Practice. She lives in Salt Lake City.

**\*Brian Littman '96MEd** is a teacher at Pocahontas Middle School. He lives in Richmond.

**Robin (Daly) Long '90BFA** is an artist and art teacher. She lives in Belmont, CA.

**John W. Marshall '94C(Admin Justice)/H&S** was nominated by President Clinton to be Director of the United States Marshals Service at the Department of Justice, the oldest law enforcement agency in the U.S., a link between the executive and judicial branches of government since 1789. Marshall was U.S. Marshal for the Eastern District of Virginia since 1994 and an on-site commander for the Service's 150 personnel in St. Thomas, Virgin Islands in the aftermath of Hurricane Marilyn.

**Kay Mattox '96BS/H&S** is the student employment coordinator at Randolph-Macon College. She lives in Powhatan, VA.

**Nadine McGinnis '95BFA** joined the team at Beatley Gravitt Communications, a Richmond design firm whose clients include several Fortune 500 companies. She is also the designer for *Scarab*, VCU's magazine for alumni of its MCV Campus.

**Michael Muir '94BS/E** is an athletic trainer with Healthsouth Sports Medicine and Rehabilitation. He lives in Billings, MT.

## In Memory



### "A Highly Principled Individual"

**Dr. Robert Quarles Marston '47MD**, who died this spring at 76, was director of the National Institutes of Health from 1968-73. At that time, NIH scientists struggled with politicians over the direction of research. Like other NIH researchers, Marston believed that basic scientific investigation rather than narrow applied research was the best use of NIH talent and funding. He clashed with President Richard Nixon's politically motivated, costly and fulltime "war on cancer," and left NIH early in 1972 when Nixon asked all NIH leaders to resign.

At VCU, "he was very highly regarded; he was a highly principled individual," remembers Dr. R. B. Young, former assistant dean of medicine. Dr. G. Watson James III, professor emeritus of medicine, credits Marston with "getting cutting edge research in infectious diseases going" at the School. Marston was associate professor of medicine and assistant dean of student affairs.

After graduation from MCV, Marston attended Oxford University as a Rhodes Scholar. He served with the Army at NIH where he conducted research on infection after whole-body radiation. As dean of the University of Mississippi School of Medicine and Medical Center director in the early 1960s, Marston eased the integration of the School and welcomed its first African-American faculty. He also oversaw the integration of the med center's hospital and later became vice chancellor of the University. From 1974-84 he was president of the University of Florida, which grew into one of the nation's ten largest universities under his leadership.



### Assembling the Cast

**Stanley Soble '62BA/A**, casting director of the Mark Taper Forum in Los Angeles since 1988, died from complications following surgery on July 8, at 59.

Soble was considered the leading casting director in Los Angeles theater. "He was the best... He had a sharp eye," according to Taper artistic director Gordon Davidson.

Soble grew up in Richmond and started his career as a student in RPI's Theatre Department. He went to New York and appeared in off-Broadway productions and in the national

touring company of *Fiddler on the Roof*. Soble became an agent which led to a job as casting director for the soap opera *Search for Tomorrow* in 1978. A member of the Board of Directors of the Casting Society of America, he received five nominations for the Society's top honor, the Arios Award, and won it for his casting of *Angels in America*.



It's been a tough year on Capitol Hill for Congressman Norman Sisisky and his fellow lawmakers. The Clinton impeachment, crisis in Kosovo, speculations about intense Chinese espionage, the massacre at Columbine High School in Colorado all have taken their toll on the nation's leaders.

While they have struggled to find solutions, headlines have depicted a nation, poised to enter the next millennium, at a crossroads. Sisisky helps determine the course of this nation—from military strength to Medicaid funding—always remembering his Virginia constituents who have kept him in office since 1982.

Sisisky, a Democrat who represents Virginia's fourth district, ultimately has faith that Americans will steer the nation across the century mark to meet the challenges ahead. "I'm not worried about the country," he once told reporters during the impeachment hearings. "The country will heal." As growing populations and new industries demand more and more from communities across the nation, Sisisky warns that growth in the new millennium must be supported and resources closely managed. "The greatest challenge for Virginia is keeping its rate of growth without failing to upgrade infrastructure," he says. "We must ensure that our systems are sufficient to meet the demands of the coming years."

A champion of small business, Sisisky knows firsthand the struggles of entrepreneurs and small business owners. His legislation has reduced the amount of paperwork federal agencies can require of small businesses, and has increased export opportunities. Sisisky also knows the rewards and the potential of small business. He put his bachelor's degree in business administration to the test when he transformed a small Pepsi bottling company into a highly successful soft drink distributor in southern Virginia.

Sisisky worked hard to achieve this success. After serving in the Navy during World War II, Sisisky attended RPI on the GI Bill and lived off campus. He was even further isolated from campus life because he worked nights to pay his living expenses. His experience was typical of post-war RPI students; the urban university's flexible course scheduling allowed older students to pursue degrees while working full or part-time. RPI started the VCU tradition of offering day, evening, and weekend courses to accommodate students with a variety of education and work experiences.

Sisisky proudly credits the university with preparing him for a business career, and for laying the foundation of his political career, which began in 1973 in the Virginia General Assembly. "VCU has demonstrated its commitment to community—to its students, to the city of Richmond, to the Commonwealth of Virginia," he says. "It is that commitment to community which helped foster my sense of public service."

Sisisky, who voted to expand the congressional probe into the Monica Lewinsky affair but against impeaching the president, votes for his constituents, not for his party. "I only took one oath," Sisisky says, "to support the Constitution of the United States."

Sisisky's diverse district extends from Hampton Roads to Petersburg, where he and his wife Rhoda make their home. Representing citizens who range from defense workers and military personnel to watermen and small farmers, Sisisky's is not an easy task. But the veteran Congressman, who ran unopposed in the last election, has successfully represented his constituents' varied interests for nine terms. Legislation he has recently sponsored or supported has preserved Virginia

## CONSTITUENTS COME FIRST

### Congressman Norman Sisisky '49BS/B

BY AMY RUTH '92BA/H&S

waterways, restricted the importation of trash into the Commonwealth, and brought thousands of defense jobs to the Hampton Roads area.

"The U.S. must remain vigilant in our efforts to protect ourselves in an increasingly hostile world," says the World War II veteran, who grew up in Richmond during the Great Depression. "We must depend on our military and our intelligence community to protect us not just from the threat of nuclear war, but from terrorism, including chemical and biological warfare, and computer terrorism." A senior member of the influential House Committee on Armed Services, and a recent appointee to the House Committee on Intelligence, Sisisky is recognized by both parties for his leadership roles on national security fronts. His commitment to balancing defense needs with fiscal responsibility led him to propose legislation to diversify the defense industry. And he's also been able to preserve Virginia's military facilities.

A stepped-up vigilance of political campaigns is something else he hopes to see in the new century. "We must change the way campaigns are conducted," says Sisisky, a self-made millionaire who donates his congressional salary to charity. "If we fail to do so, we may reach a day where only the very wealthy and the very connected will have any chance of being elected to office. That's not one of the principles upon which this nation was founded."

Above all else, Sisisky is a survivor. Four years ago, when a routine screening diagnosed the congressman with colorectal cancer, he made two commitments which culminated in his proudest congressional achievement. "The first commitment I made was to myself and my family that I would do whatever I could to beat this disease," he says. "I was determined not to let cancer beat me. The second commitment I made was that, as a member of Congress, I would do whatever I could to help people beat this disease."

Sisisky kept both promises. "Too many people were needlessly at risk, simply because they couldn't afford to pay for routine testing," says Sisisky, who is now cancer-free. "I, and many others, thought that was unacceptable." He sponsored legislation requiring Medicare to provide preventative screening for colorectal, prostate, breast, and cervical cancers. In a bipartisan success story, Congress passed his bill in 1997. "I have no doubts that this legislation will be responsible for saving tens of thousands of lives," he says.

Not a bad way for a Congressman to enter the new millennium.

*Amy Ruth has a master's degree in journalism from the University of Iowa and has published three children's books.*



## VCU COMMONWEALTH SOCIETY

Life-long learners, take note. The second session of Commonwealth Society classes is October 18-November 19. Explore religious issues with Rabbi Jack Spiro. Make your own picks for the person of the century with historian Dr. Mike Messmer. Learn Spanish or tai-chi. Study and learn about Costa Rica this fall—and then go there March 2-11. And more.

Basic membership in the Society is \$25; each course is only an additional \$25. For a schedule, email: [jhulett@saturn.vcu.edu](mailto:jhulett@saturn.vcu.edu) or call (804) 828-1831.





Quynh Nham '98BS/B is a technical staff member with Performance Engineering Corporation. He lives in Fairfax, VA.

Stephen Owens '93BS/H&S earned a MS degree in biology from Tennessee Technological University. He is a marine scientist with the Virginia Institute of Marine Science working on the Juvenile Finfish Assessment Program. He and his wife Robin live in Gloucester, VA.

Lisa Michelle Pagano '98MSW is a special education teacher with Amherst County Schools. She lives in McLean, VA.

Christine (Stefanowicz) Perkins '90BS/H&S '93MSW is a medical social worker at Lutheran General Hospital. She lives in Chicago.

Matthew Rankin '94BS/MC is the communications and marketing manager for the Council of Landscape Architectural Registration Boards. He lives in Burke, VA.

Amy Nicole Robertson '97BSW is the volunteer coordinator for the Court Appointed Special Advocates program in Hanover County, VA. She lives in Richmond.

Thom "Flash" Stanton '90BGS/NTS, flanked by a boat of Guinness Book of World Records officials, swam 7.7 miles up the James River from Mayo Island to Huguenot Woods. In a low river, his June 5 "swim" included wading in shallows and diving under rapids to claw his way along river bottom rocks. "It's like flying under water. It's like

holding on to a jet at 300 miles per hour," says Flash. And yep, he made the book.

Carla (Sturzenbecher) Rogers '90BS/MC married William Rogers '90BFA. Carla is a senior project manager with The Martin Agency where she works on the Saab Global advertising account. The couple and their two children live in Glen Allen, VA.

\*Kimberly Rorrer '97MA/A is the director of development for Very Special Arts Virginia. She lives in Richmond.

Amy (Twiford) Rose '90BS/H&S is a surgeon and research fellow at UCLA. She lives in Los Angeles.

Ivy (Todd) Sager '92BSW '93MSW is the director of the Hanover County Department of Community Resources. Ivy, her husband Greg, and their daughter Anna live in Mechanicsville, VA.

Ed Schudel '91BA/H&S is a marketer with RGS Title who "loves his new career."

\*Thomas Sheets '95BS/B is an accounting/operations manager with Net 30, Inc. He lives in Mechanicsville, VA.

Randolph Shelton '92MBA is senior vice president of Consolidated Bank & Trust Company. He and his wife Rebecca (Toler) Shelton '78BS/H&S '95MED live in Richmond.

Stefon Shorts '92BS/H&S works in education in Silver Spring, MD, where he lives with his wife Lynnette (Hatcher) Shorts '87BS/H&S.

Kristen Smith '94MS/E is a clinical exercise physiologist at the Cleveland Clinic Florida. She lives in Aventura, FL.

Mary Beth (Abernathy) Stout '95MT teaches third grade at C. C. Wells Elementary School in Chester, VA. She and her husband Allen celebrated the birth of their daughter, Caitlin, on March 18, 1999. Their son Brandon was 3 in May. They live in McKenney, VA.

Beverly Tate '91MURP is supervisor of planning for Loudoun County Public Schools. She lives in Aldie, VA.

Angela (Harris) Taylor '97BA/H&S married Everett Taylor in April 1998. The Taylors live in Richmond.

Tina Turner '93BS/B is a network engineer with AT&T. She lives in Silver Spring, MD.

David Van Gelder '93C/H&S '96MPA/B is director of public utilities for Winchester, VA.

Twanda Vaughn '96BS/B is assistant vice president at Eastern Operations Center Inc., a subsidiary of First Virginia Banks Inc. She lives in Richmond.

Benjamin Vega III '95BS/MC is an art director with Hoffman York, a Milwaukee-based advertising agency.

Aimee Walters '95BFA '95MBA is now marketing coordinator for Richmond Goodwill Industries. She had worked in marketing for Paramount's Kings Dominion.

David Williams '96BS/B is an assistant financial consultant with Wheat First Union. He lives in Washington, DC.

Daniel Wilson '98BM married Catherine (Wilson) Wilson '98BS(CLS)/AH on November 7, 1998. Daniel works for UUNET Technologies and Catherine works for SITEK Corporation. The couple lives in Rockville, MD.

Geshla (White) Windley '94BS/H&S married Darius Windley on December 26, 1998. She is a counselor at Huntington Middle School. They live in Hampton, VA.

Jason Winebarger '92BFA first painted himself into a corner between waitshifts, and a mural for El Rio Grande restaurant near campus became his calling card for other work, like a 1,000-foot mural of Richmond's cityscape at the Virginia Fire and Police Museum. Jason's mainstay is painting sets for local theater companies—his seven-foot-tall "Rocky" (the image of star Larry Cook '87BFA) drew crowds to Barksdale's Rocky Horror Picture Show. He plans to take his act on the road, to do sets and murals in New York City. "I still live in fear of being a starving artist," says Winebarger. "I guess that's why I work so hard." (And for restaurants.)

Zhiwei Zhang '94MS/H&S earned his PhD in sociology from Virginia Tech in May 1999. He is a research scientist with the DC office of the National Opinion Research Center. Zhiwei, his wife Mei and their daughters, Jenny and Olivia, live in Fairfax, VA.

## Obituaries

### 1930s

Catherine (Folkes) Baker '37/H&S December 24, 1998. She was an active member of Saint Thomas Episcopal Church.

### 1940s

Bennie Dunkum '49BS/B July 2, 1999, at 78. He was a general practice lawyer in Richmond for 35 years. He was a member of the Henrico County Bar Association and commissioner in chancery for Chesterfield County. He was past president of the VCU School of Business Alumni Board and the Glen Allen Kiwanis Club, and past chair of the Chesterfield Democratic Committee. He also served on the Board of Directors of the Chesterfield Department of Social Services.

## In Memory



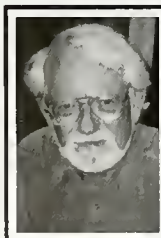
### "Find Yourself"

Dr. Lionel Charles Lane, professor emeritus of the School of Social Work, died on February 8, from complications of a heart condition. "Find yourself as a helping person," was his advice to students, says his wife, Anne Lane. She continues that his ideal was to "help the client or student, not by giving advice but by helping them to learn more about themselves, what they could do to change their lives if they wanted to have more meaning in existence." He focused on the real. "No one I know resisted jargon more than Lionel," adds VCU English professor

Barbara Felton.

A translator during World War II, Lane worked in the New York Department of Public Welfare and directed family counseling agencies before coming here in 1966. At VCU, he coordinated the social work sequence on human behavior and social environment and retired in 1979.

Lane's expansive vision drew strongly from music and literature, and the Richmond Chamber Players dedicated their August 15 performance to him. Felton commented that "Lionel could talk about musical themes as if each... was a character in a novel written for all of us." He was a generous man who will be missed and remembered.



### "He 'made circumstances happen.'"

Scots-born Kenneth Campbell came to VCU in 1970 to head VCU's Theatre Department. As a teacher and director, he inspired generations of alumni actors and directors. "He was a brilliant artist, brilliant at casting, at creating stage pictures and studying life," says Dawn Westbrook '85BFA. He was scheduled to teach and to direct this year, when he died of complications from cancer on August 20, at 69.

Westbrook continues, "Kenneth was kind." And effective.

"He got in there and made the 'circumstances happen.' As ethereal as he may have seemed, he was quite the opposite really."

As chair, Campbell oversaw the building of VCU's Performing Arts Center and its Raymond Hodges Theatre. He collaborated locally with groups like Blue Ridge Theatre Festival. He involved young VCU actors, directors and playwrights in exchanges with their peers in the U.S. and Eastern Europe.

Playwright Adam Nixon '97MFA calls Campbell "my artistic godfather." Campbell's pressure to have Nixon's *Aspirin for the Masses* for a festival in Romania captivated him past a writer's block the size of Sibiu.

When Westbrook took up the challenge of a one-woman show, "there was only one director I would work with, and that was Dr. C." Westbrook's *Zelda*, the Last Flapper played successfully in the U.S. and traveled to festivals in Budapest and Sibiu.

"Kenneth liked to see what metal people were made of," Westbrook comments. Speaking for many alumni and colleagues, she says, "He had a heart of gold and a spirit that (as George Bernard Shaw said) 'made circumstances happen.' I will miss him terribly."

The Theatre Department is establishing a theater library in the Shafer Street Playhouse Seminar Room for students and alumni, with Campbell's own library as the base.



Lorraine (Snyder) Lemaster '49C/N April 24, 1999, at 77.  
 Mary Ribble '41MSW April 17, 1999, at 94.  
 Mary Josephine (Stahl) Southall '40BS/E January 27, 1999, at 79.

## 1950s

Wong Lam Ark '55BS/B.  
 Dorothy (Simpson) Bonyata '54BFA.  
 Robert Boyd Jr. '50BS/B.  
 Jane (Alexander) Cooper '55BFA.

Shirley Ann Dreyer '55BFA August 16, 1998. She was an interior designer and left a bequest to VCU's Department of Interior Design.

Francis Edens Jr. '59BS/MC.  
 William Fones '59BS/B. He was active for several years as a VCU alumnus, including service on the School of Business Alumni Board.

Albert Goldstein '50BS/H&S '52MSW November 15, 1998, in Woodland Hills, CA. He was a captain in World War II and served with Patton's army in Europe. He was a charter member of the National Association of Social Workers. In 1982, he received the first Social Worker of the Year award from the Society for Clinical Social Work.

Binford Graham '53BS/E.  
 Grover "Buddy" Cleveland Hailey III '59BFA May 16, 1999. He was an artist, photographer, and teacher.

Donald Wayne Hirschenburg '59BS/E November 18, 1998, at 61. He was a teacher and assistant football and basketball coach at Huguenot High School in Richmond for five years. He was the assistant principal at Gloucester High School from 1971-1973 and principal of Gloucester Intermediate School from 1973-1976. He returned to Gloucester High School as principal for the following ten years, then became administrative assistant for Poquoson schools. He retired from this position in 1997.

Kathleen Carolyn "Kitty" Liles '55BSW October 1998, in Richmond, VA, at 75. She was Bon Air Learning Center's first caseworker in 1967 and retired as its director in 1988. Her sister-in-law says, "She had a marvelous feeling for people and could really reach out to people so easily and well."

Audrey (Frazier) Millner '56BS/B March 28, 1999. She retired from the Pittsylvania Economic Development Organization in December 1998 after serving as executive director for 15 years. She taught distributive education in three Virginia counties before joining the Pittsylvania County School System in 1967, where she started an adult education program. She was a member of the Board of Directors of Hughes Memorial Home and the Danville Museum of Fine Arts and History.

Barbara (Keese) Nelson '58BS/MC.  
 Doris Rose '51C '58BS/N '70MED.  
 Faye (Ligon) Thompson '58BS/N '74MED.  
 Linwood Toombs '54BS/B.  
 Alice (Tennis) Williams '55BSW '57MSW March 31, 1999. She was a retired Protective Services Supervisor with the Richmond Department of Social Services.

## 1960s

Robert Graham Blue '69AS/En December 17, 1998, at 49.

Robert Gilmore '66BS/MC.  
 Richard Lee Hillman '68BFA.  
 Mary (Smucker) Hulbert '64MSW October 27, 1998, in Richmond. She had a passion for music which led her to become a leader in the international revival of sacred harp music or "shaped-note" singing. She was a founding member of the Richmond Sacred Harp Singers and played piano, dulcimer, recorder and guitar. Mary was an assistant professor in the Department of Psychiatry for several years. She retired from private practice in 1991.

Hilda Ann (Croton) Marston '67BS/B March 21, 1999, at 56.  
 Roberta (Earley) Telfair '68MSW November 7, 1998, in Richmond. She retired in 1991 after thirty years as a social work program director. She was a founding member of the local Association of Black Social Workers, treasurer of the Urban League Guild, and a member of the Child Welfare League of America.

Betty (Kelly) Thompson '67BS/E '74MED April 22, 1999, at 70.

## 1970s

William "Bill" Raynor Copeland '73BS/H&S '82MS(RC)/AH December 24, 1998. He was an alcohol and drug counselor with various health care agencies on the Virginia Peninsula.

Elizabeth "Libby" Garrison '73BSW March 28, 1999, at 71. She was a retired Clarke County School System social worker.

G. E. Garrison '74BFA.  
 Jean (Lovelace) Gwathmey '75MED March 6, 1999, at 74. She was the first woman deacon in the 200 year history of the Bruington Baptist Church. She was a retired West Point School Division teacher.

Deborah Susan Harris '77BS/E.  
 Christine (Beer) Henss '76MS(RC)/AH December 21, 1998.

Diane Joyce Herndon '73BS/MC March 8, 1999, at 47. She was a photographer and writer who won numerous awards from the Virginia Press Women's Association, Virginia Press Association, and National Press Women's Association.

Roger Welton Huffman '73BS/B April 24, 1998. He was the president and owner of The Floor Shop of Boone, Inc., a residential and commercial floor covering company he founded in 1977.

W. Martin Hughes '70BM July 2, 1999, at 73.

Nancy Lee '72MED August 20, 1998, at 55.

Barbara McGhee '72BS/H&S June 25, 1999, at 50. She was a public affairs officer for the Social Security Administration in Richmond.

Michael Patrick McSweeney '76BFA April 2, 1999, in Powhatan, VA. He received a fellowship and an MFA from Notre Dame University in South Bend, Indiana. His paintings are rooted in abstract expressionism and formal twentieth-century tradition and are featured in numerous collections and shows in Indiana, New York, North Carolina, Vermont, Virginia, and Wisconsin.

Cabell Porter Mills Jr. '70BS/B December 20, 1998, in Avon, NC, at 54. He was a retired executive in the computer business.

Van Pinnix Jr. '74BS/H&S.  
 J. Thomas Wadkins III '70BS/B January 25, 1999.

Marilyn (Barbour) Washington '78BS/E September 10, 1998, at 43.

## 1980s

Robert Garmer '83BS/H&S.  
 Richard "Rick" Gomes III '88BS/E May 15, 1999. He was a teacher, coach and athletic director in Richmond for many years.

Diane (Eaves) Karim '85C/B March 9, 1999.

Mary (Stevens) Evans '84BS/MC October 29, 1998, in Henrico County. She was a spokeswoman for the Virginia State Police since 1987. Before that, she wrote and edited for several publications, including *The Catholic Virginian*, *Metropolitan Woman*, *Richmond Magazine* and *Style Weekly*.

James Greene '85BFA April 28, 1993.

Sandra McPherson '84MS/E February 15, 1995.

Mark Steven Schriver '86MBA July 1, 1998.

Ami Tyler Settle '87BS/MC December 21, 1998, at 33. She was a writer and editor at the *Daily Advance* in Elizabeth City, NC. She had also worked as a reporter for four years at the *Post Journal* in Jamestown, NY.

Scott Silva '88BS/NTS December 1, 1995.

Karen Ann Tiller '80BS/E December 1, 1995.

## In Memory

### Paying Attention

Jewett Campbell was a man who paid attention—something artists and mystics can teach the rest of us. "Jewett was always noticing the most extraordinary things," says colleague Richard Carlyon. When an artist views the world, Campbell said, "just walking down the street you see patterns and structure everywhere. A cornerstone of RPI/VCU's School of the Arts from 1948-82 and someone who brought contemporary art to Richmond, Campbell died on July 25 after a long illness, at 86.

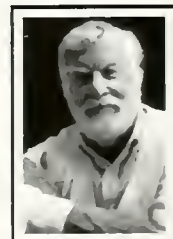
"He taught me what it meant to live the life of an artist," says Douglas Higgins '74BFA '88MFA/A, for whom Campbell's comprehensive "immersion in anything creative"—Elvis, centuries of art history, travel, science fiction, connections with arts communities up and down the East Coast—was a revelation. "His whole house," rich with books and art, his own and his friends', "was a life force."

Painter Donald Alberti '75-78/A remembers Jewett as "a major component of that magical moment in the VCU experience" when Campbell and other extraordinary teachers taught not only in the studio, but opening their lives, at dinners and rock and roll parties. "He was another answer in that group," Alberti continues. "He was never interested in cynicism. It was a kinder place then," he adds.

Colleague Richard Carlyon was amazed at Campbell's patience. "He could get these students back on their own centers. I don't know a single student who ever imitated him," Campbell himself observed. "Each student might have a different direction; all of these were perfectly valid." In fact, in a catalog for a life retrospective at the Anderson Gallery in 1985, Campbell put VCU students on a list of influences which included the sea, Beethoven, and his home town of Hoboken.

As an artist, Campbell's style begins in realism, working through '50s abstraction, geometric abstracts and surrealism—always original. His shows hung in venues including the Corcoran and the National Gallery. The Museum of Modern Art bought two of his paintings. VCU awarded him the Presidential Medallion in 1987.

In 1985 Campbell's students exhibited their work in tribute at 1708 Gallery. Alberti wrote then, "His authentic vision, his knowledge, and his lifelong commitment to the principle that all painting is abstract translates to us as a feeling that in spite of life's absurdities, there is underlying order and relation."



JEWETT CAMPBELL



# WHAT'S NEW?

*Shafer Court Connections* welcomes updates on marriages, family additions, job changes, relocations, promotions—whatever you think is newsworthy. Help us keep track of you by completing and returning this form. Recent newspaper clippings and photographs are also appreciated. Please mail to **VCU Alumni Activities, 310 North Shafer Street, P. O. Box 843044, Richmond, Virginia 23284-3044.**

NAME/DEGREE/CLASS

SPOUSE'S FULL NAME/(IF APPLIES) DEGREE/CLASS

CHILDREN (INDICATE IF CURRENTLY ATTENDING VCU)

PREFERRED MAILING ADDRESS

HOME PHONE

e mail:

☐ CHECK HERE IF NEW ADDRESS

JOB TITLE

EMPLOYER

BUSINESS ADDRESS

WORK PHONE

☐ CHECK HERE IF YOU WOULD LIKE YOUR NEWS PUBLISHED ON THE ALUMNI ASSOCIATION WEBSITE

NEWS

## Join Us!

### I/We are enclosing

— \$25 individual membership  
VCU Alumni Association

— \$40 couple membership  
VCU Alumni Association

### African American Alumni Council (includes VCUAA membership)

— \$30 individual AAAC  
membership

— \$40 couple AAAC  
membership

or think big\*

— \$325 individual one  
payment Life Membership  
— \$425 couple one payment  
Life Membership

— \$75yr, 5 payments/\$375  
total individual Life  
Membership

— \$95yr, 5 payments/\$375  
total couple Life  
Membership

— \$175 individual Senior Life

Membership (alumni over 55)

— \$225 couple Senior Life  
Membership (alumni over 55)

\*I (We) wish also to be Life  
Members of African  
American Alumni Council  
(included in any life  
membership fees)

Please make checks  
payable to **VCUAA**.

Sherry Walker '87BS/B June 23,  
1999, at 33.

## 1990s

Nancy (Hendrick) Atkinson  
'91BS/E January 18, 1999, at 51.

Shana Margaret Beirne  
'98BS/MC.

Martha (Glover) Clark  
'92BS/H&S April 18, 1999, at 36. She was a physical therapist with VCU's MCV Hospitals. She was a member of Bottoms Up Divers Inc. and the American Physical Therapy Association.

Shirley Lee Cook '96MT March 7, 1999. She was a teacher at Meadowbrook High School. She began her college career at RPI in 1967, but stopped taking courses to pursue a career in computers. In 1991, she applied to VCU to follow her dream of becoming an English teacher.

Lori Ann Fogleman '94MT July 20, 1998, at 32. She was a teacher at Woolridge Elementary School and a member of Alpha Sigma Alpha Sorority.

Kimberly Anne Franklin '91BFA  
March 11, 1999, in Montgomery, AL.

Robert Scott Hanback  
'95BA/H&S.

Mary Marguerite (Hays) Miller  
'90MEd October 8, 1998, in Goochland County, VA, at 49. She was a faculty member at Saint Catherine's School for 28 years.

Katherine Gray Poulson '93MT  
April 16, 1999.

Jennifer Fay Turnage '92MSW  
May 10, 1999.

Bruce Calvin Wells Jr.  
'98BGS/NTS April 23, 1999, at 69. He was senior vice president of sales with Wheat First Union. He was a captain in the U.S. Army, 80th Division. In 1972-73, he chaired the board of the YMCA and was instrumental in building the Tuckahoe YMCA.

### Friends of VCU

Emma Lou Brown April 3, 1999, at 57. She taught on both VCU campuses. She developed the Gerontology Department curriculum and taught in the Department. Emma was also a licensed contractor who founded her own construction company of an all-woman staff specializing in home renovations and restorations.

Inez (Alley) Caudill November 9, 1998. She taught in Henrico County schools for 17 years. She established the Inez A. Caudill Professorship for Biomedical Engineering at VCU's School of Engineering.

**Important Note:** This magazine is addressed to an alumnus who no longer lives at the address provided on the address label, please advise us so that we can correct our records. If you know the person's correct address, we would appreciate that information. Also, if a husband and wife are receiving more than one copy of the magazine, we would like to know so that we can avoid duplicate mailings. Please provide the names of both spouses and the wife's name at graduation.

☐ I am interested in sponsoring a student extern. Please send an information form.



## Key To Abbreviations

Alumni are identified by year degree/school

### Schools

#### A Arts

**AII** Allied Health Professions  
(CLS) Clinical Laboratory Sciences  
(RC) Rehabilitation Counseling

#### B Business

#### D Dentistry

#### E Education

#### En Engineering

#### H&S Humanities and Sciences

#### M-BH Medicine-Basic Health Sciences

#### MC Mass Communications

#### N Nursing

#### NTS Nontraditional Studies/ University Outreach

#### P Pharmacy

#### SW Social Work

### Degrees

#### AS Associate's Degree

#### C Certificate

#### BGS Bachelor of General Studies

#### BFA, MFA Bachelor, Master of Fine Art

#### BSW, MSW Bachelor, Master of Social Work

#### BM, MM, MME Bachelor, Master of Music, Master of Music Education

#### M, DPA Master, Doctor of Public Administration

#### MAE Master of Art Education

#### MBA Master of Business Administration

#### MD Doctor of Medicine

#### MEd Master of Education

#### MIS Master of Interdisciplinary Studies

#### MPA, DPA Master, Doctor of Public Administration

#### MT Five-year Teacher Education program includes a BA or BS/H&S and a Master of Teaching.

#### MURP Master of Urban and Regional Planning

#### PhD Doctor of Philosophy

## VCUAA LIFE MEMBERS *Joined February 8 – August 16, 1999*

Mrs. Elizabeth Ann Laguta Affeldt  
Mrs. Michelle L. Andryshak  
Mrs. Sylvia M. Asten  
Mrs. Mary E. (Mutchler) Banavige  
Mrs. Margaret Page Berniss  
Dr. David P. Beverly  
Mrs. Sally (Woodford) Beverly  
Ms. Elizabeth R. Blodgett  
Ms. Mary L. Boone  
Mrs. JoAnne (Tucker) Boshier  
Dr. William C. Boshier Jr.  
Mr. Kevin B. Bradley  
Ms. Mary Kathryn Brawner  
Mr. William T. Brennan  
Dr. Sharon L. Bryant  
Mr. L. Dans Callans Jr.  
Mr. Donald F. Caskie  
Ms. Meredith Klees Caskie  
Dr. Shirley K. Chandler  
Mr. Leo Cifers  
Dr. Sarah T. Corley  
Mrs. Kay (Smith) Cormier  
Mrs. Bobbie Hall Cox  
Dr. Gina (Gibson) Davis  
Dr. Kenneth E. Davis  
Mr. Joel E. Davison  
Mr. Steven R. DeLonga  
Mr. Harvey Perkins Diehr Jr.  
Mr. Thomas J. Dorsey  
Mr. Edward F. Dutton  
Mrs. Elizabeth (Ford) Dutton  
Dr. Louise H. Einolf  
Dr. David L. Ellis  
Mrs. Julia (Marshall) Ellis  
Miss Joan Fain  
Mr. Joseph K. Feaser  
Ms. Mary L. Fisher  
Mr. Mark E. Flanary  
Dr. Shirley (Landig) Foutz  
Mrs. Virginia D. Galli  
Mrs. Amy L. Garrison  
Mr. Kelly S. Garrison

Ms. Cynthia A. Gettsy  
Mr. Ernest L. Giddings  
Mr. William J. M. Gilfoyle  
Ms. Maria G. Givens  
Ms. Patricia J. Good  
Mrs. Charlesana (Logan) Gossett  
Mr. Robert A. Gossett Jr.  
Mr. William A. Gravett  
Dr. Mary E. Graybeal  
Mr. J. Michael Grubbs  
Mr. William T. Guthrow  
Ms. Gratia W. Hamilton  
Mrs. Mary Stevens Harrison  
Mrs. Judith L. Harvey  
Mr. Dennis W. Hedgepeth  
Mrs. Doris E. Hellams  
Ms. Stephanie L. Holt  
Mr. Jeff P. Hudson  
Mrs. Amy G. Humphreys  
Mr. Benjamin R. Humphreys Jr.  
Mrs. Diane C. James  
Mr. Richard S. Johnson  
Dr. Shirley (Neitch) Kahle  
Ms. Amy A. Krauss  
Mrs. Valerie Ann Lane-Sanson  
Dr. R. H. Langley-Wood  
Mrs. Dorothy Davis LaSerte Lazan  
Miss Deborah Smith  
Mr. Harvey G. Lindsay  
Mr. Earl Locklear  
Mrs. Janet (Hoylman) Locklear  
Ms. Loucinda Long-Inscoe  
Mr. E. Cofer Loomer  
Mrs. Norma (Gilmer) Lynn  
Mrs. Deborah (Engelbrecht)  
MacArthur  
Mr. John K. MacLellan  
Mr. Patrick Keith Mann  
Mrs. Constance (Rollison) McAdam  
Mr. William F. McIntosh  
Mrs. Margaret (Zeigler) Meador  
Mr. Richard L. Meador

Ms. Joan B. Mercuri  
Mr. Russell W. Morton  
Mr. Robert C. Neville  
Mrs. Susan K. Newman  
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Dr. Thomas Strentz  
Mr. James H. Talbott  
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Ms. Kimberlyn Weddington  
Mrs. S. Vickie Weitzenhofer  
Ms. Rebecca E. Weybright  
Dr. Frank C. Wickers  
Mr. G. Craig Wingfield  
Mrs. Joan E. Wingfield  
Mr. Anthony J. Winstead  
Mrs. Dorothy M. Wizer  
Mr. Brian E. Workman



## ON THE BEAM

Alumni memorialized their role as the foundation of VCU's future strength during a ceremony at the new Alumni House "Gold-and-Black Beam Signing" held on April 29. At a reception in the Ginter House (former "Ad" Building), **Marsha Shuler '74BS '79MA/B** recognized the commitment of alumni leaders who contributed more than \$500,000 for the initial challenge amount of a \$3.6 million merit scholarship endowment. Afterwards, alumni walked through the brownstone at 924 West Franklin for a final "before" look at the building which will become their new campus home, and they signed a steel foundation beam which will become a permanent and visible part of the building. Prestige Construction Group began restoration work a few days after the ceremony and moved the beam off-site until it can be installed in the Alumni House foundation. Visitors will see the signatures on the beam when the house opens in early 2000.





## BIRTHDAY GIFTS

When Theresa Pollak, the legendary founder of VCU's Art School, turned 100 on Aug. 13, VCU celebrated by showering Richmond with gifts. The University printed 3,000 posters of "Maxine," a portrait of a student from 1930, and gave them away in 30 galleries throughout the city. With a lifetime of work to choose from, Anderson Gallery director Ted Potter says, "We decided on a painting that showed a young artist in full control of her process." The process continued, and her work evolved from the representational portrait,

exploring abstract form, color and line.

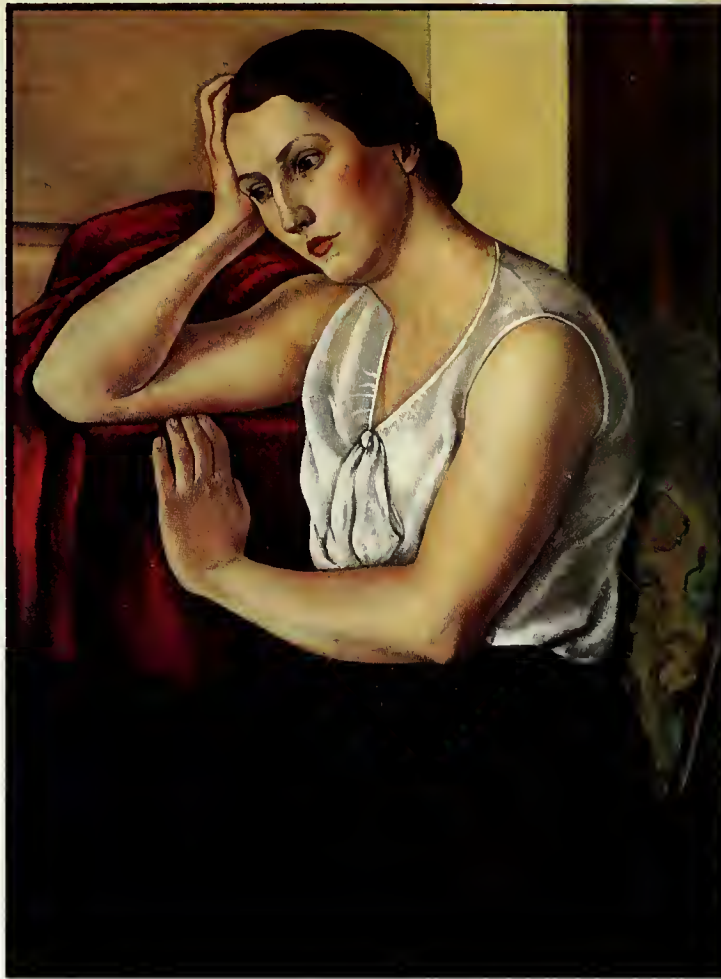
"It's been a wonderful time growing up in Richmond," Pollak said on her birthday. "All the work I did was a process of growing up." Her vitality surges from the photo of Theresa under full sail in 1937 ("It doesn't look a bit posed," she wrote on the back.). She founded not only our art school in 1928, but also the University of Richmond's art department. She shared the joy and challenge of art with students as a teacher until 1968. Her legacy in art has outgrown the Pollak Building VCU built to honor her in 1971, and the new Fine Arts Building on Broad Street opened officially this September 28. Richmond Mayor Tim Kaine declared August 13 Theresa Pollak Day.



"This is a joyous occasion, an occasion that celebrates the achievement of many people, not just me alone," she said, praising RPI's founder, Henry Hibbs, as "a man of great vision. He gave me a perfectly free hand to do my job." And her "job," her life as artist and teacher, has given a steady stream of gifts to Richmond and to the world. Happy Birthday, Theresa.

Richmond Magazine's second annual Pollak Prizes for Excellence in Art this fall included painter **Don Crow** '83BFA/Fine Arts; Professor Emerita and founder of VCU's Dance Department Frances Wessels/Dance; VCU English professor and poet Greg Donovan/Words; and **Martin Reamy** '98BFA with the Jazz Poet Society/Arts Innovator. **Diego Sanchez** '88BFA '98MFA won the 1998 Fine Arts Prize and judged this year.

## THERESA POLLAK



Maxime, 1930, oil on canvas, 47 1/2 x 37 1/2  
Collection of the Anderson Gallery,  
Virginia Commonwealth University

This poster is issued as a gift  
to the arts community  
on the occasion of Theresa Pollak's **100th** birthday.

August 13, 1999

Virginia Commonwealth University  
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**Virginia Commonwealth University**  
VCU Alumni Activities  
310 North Shafer Street  
P. O. Box 843044  
Richmond, Virginia 23284-3044

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